



# Customer Experience Surveys - Wave 2

Fixed Route Bus, Bus Rapid Transit, Rail, & Paratransit

July 17, 2023



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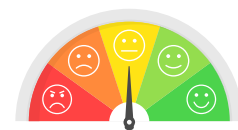
**Key Topics Covered:**



Methodology



Customer Characteristics



Net Promoter Score



Customer Importance Factors

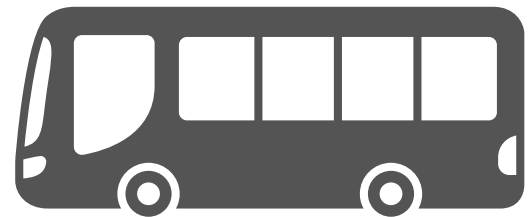
# Methodology

## *Fixed Route Bus, BRT, Rail*



**10 days in the field**

June 19-29, 2023



Targeted customers riding or waiting for the bus throughout the day on weekdays, Saturday, and Sunday to obtain a representative sample based on latest RTA ridership data



Surveyed every 4th customer to ensure random sampling.



Administered by trained surveyors using paper questionnaires, tablet interviews, and QR codes.

Customers were given one all day pass and an incentive for completing the survey.

Fixed Route Bus	BRT	Rail
<b>508</b> completed surveys	<b>413</b> completed surveys	<b>420</b> completed surveys
<b>+/-4.3%</b> at the 95% level of confidence	<b>+/-4.8%</b> at the 95% level of confidence	<b>+/-4.7%</b> at the 95% level of confidence

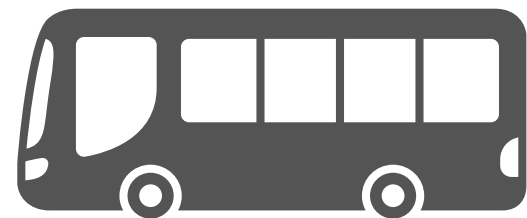
# Methodology

## *Paratransit*



Conducted during  
June 2023

ETC Institute used their hybrid approach to collect over 400 surveys.



Received list of RTA Paratransit customers including name, address, and phone number. Mailed survey and cover letter to over 2,000 individuals who used Paratransit services in the last quarter.



Paratransit
<b>429</b> completed surveys
<b>+/-4.7%</b> at the 95% level of confidence

After mailing survey material, ETC followed up with text messages phone calls to recipients.



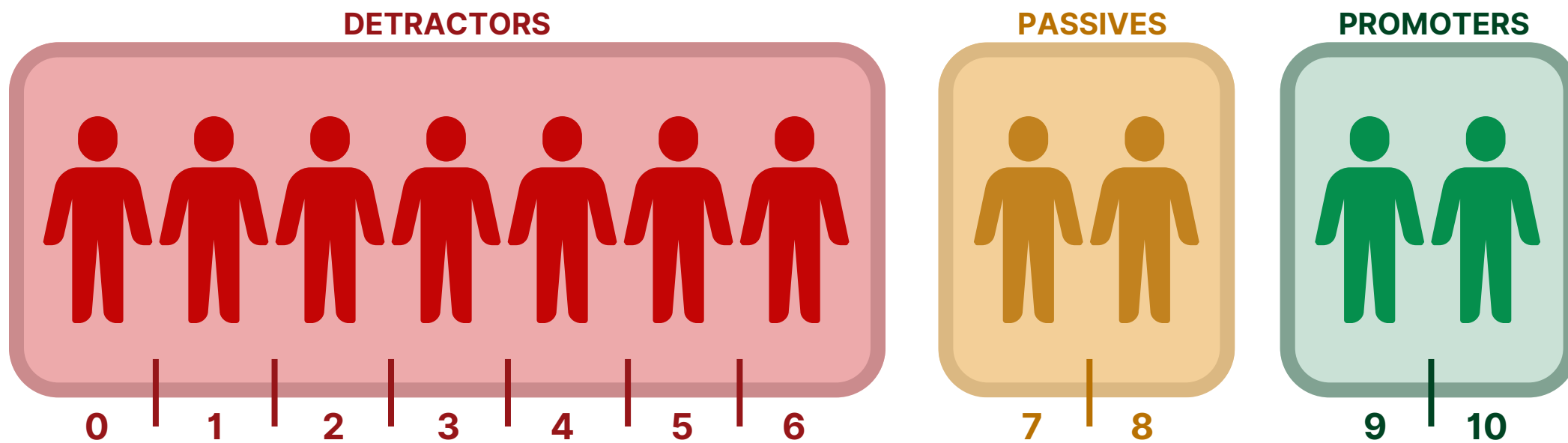
# Customer Impressions

*Fixed Route Bus*

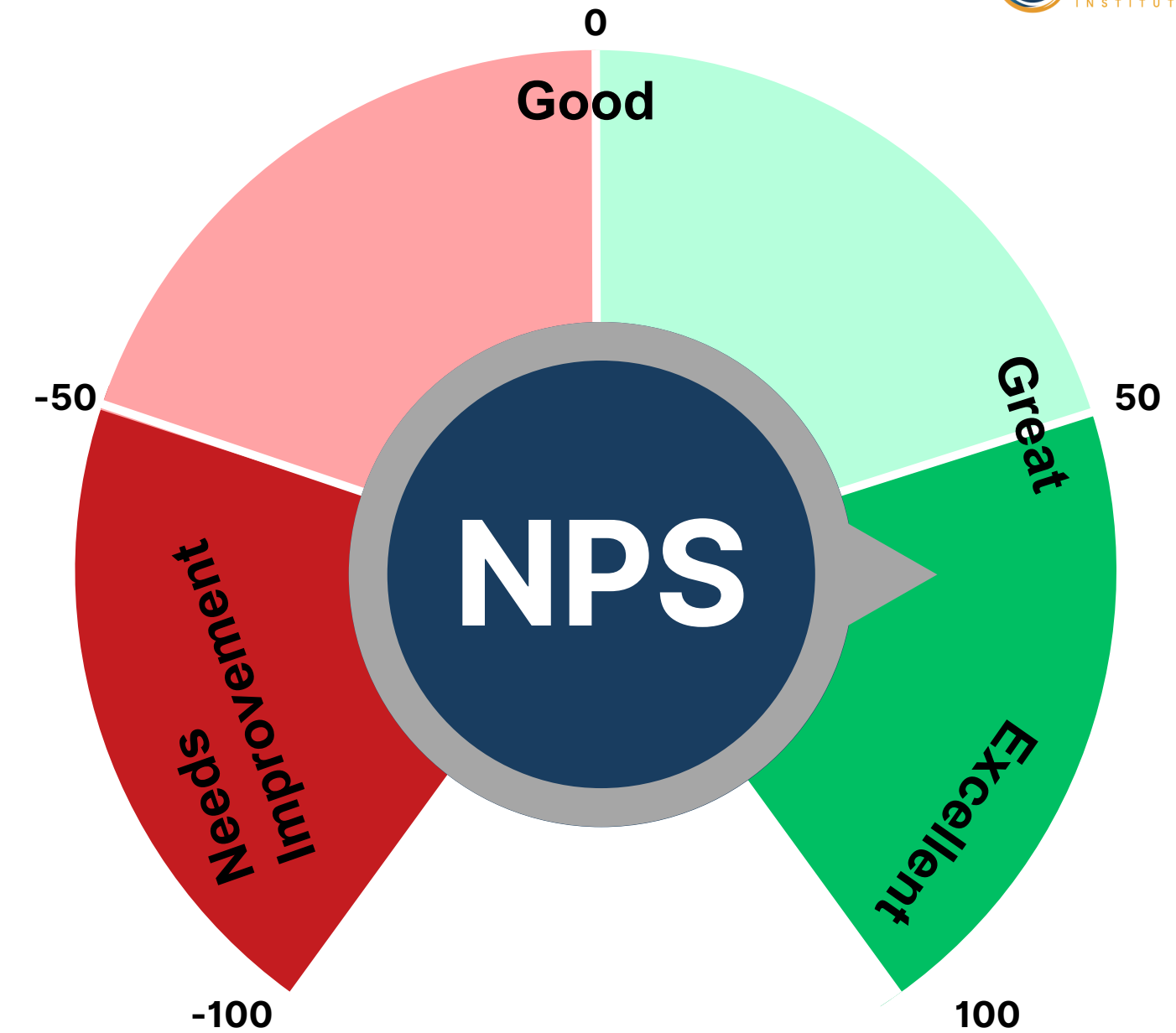
# Net Promoter Score (NPS)

**NPS poses the ultimate question:**

"How likely would you be to recommend riding RTA to a friend or neighbor?"



$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$



NEEDS IMPROVEMENT	-100-0
GOOD	0-30
GREAT	30-70
EXCELLENT	70-100

# Fixed Route Bus

(FR)



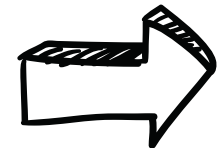


# Fixed Route Bus Results Overview

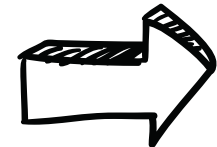
**2 out of 3** customers are satisfied with bus service.

**76%** of customers believe the RTA system provides value to the community.

## Customers are MOST satisfied with...



Buses routes are conveniently located (77%)



Bus operators operate the vehicle safely (73%)

## Customers are LEAST satisfied with...



leanliness of buses (51%)



Safety & security waiting for bus (56%)

## Top Most Important Elements of Bus Service to Customers...

1. On-time performance
2. Bus cleanliness
3. Reasonable fare price
4. Feeling of safety while on the bus

# Customer Characteristics

*Fixed Route Bus*



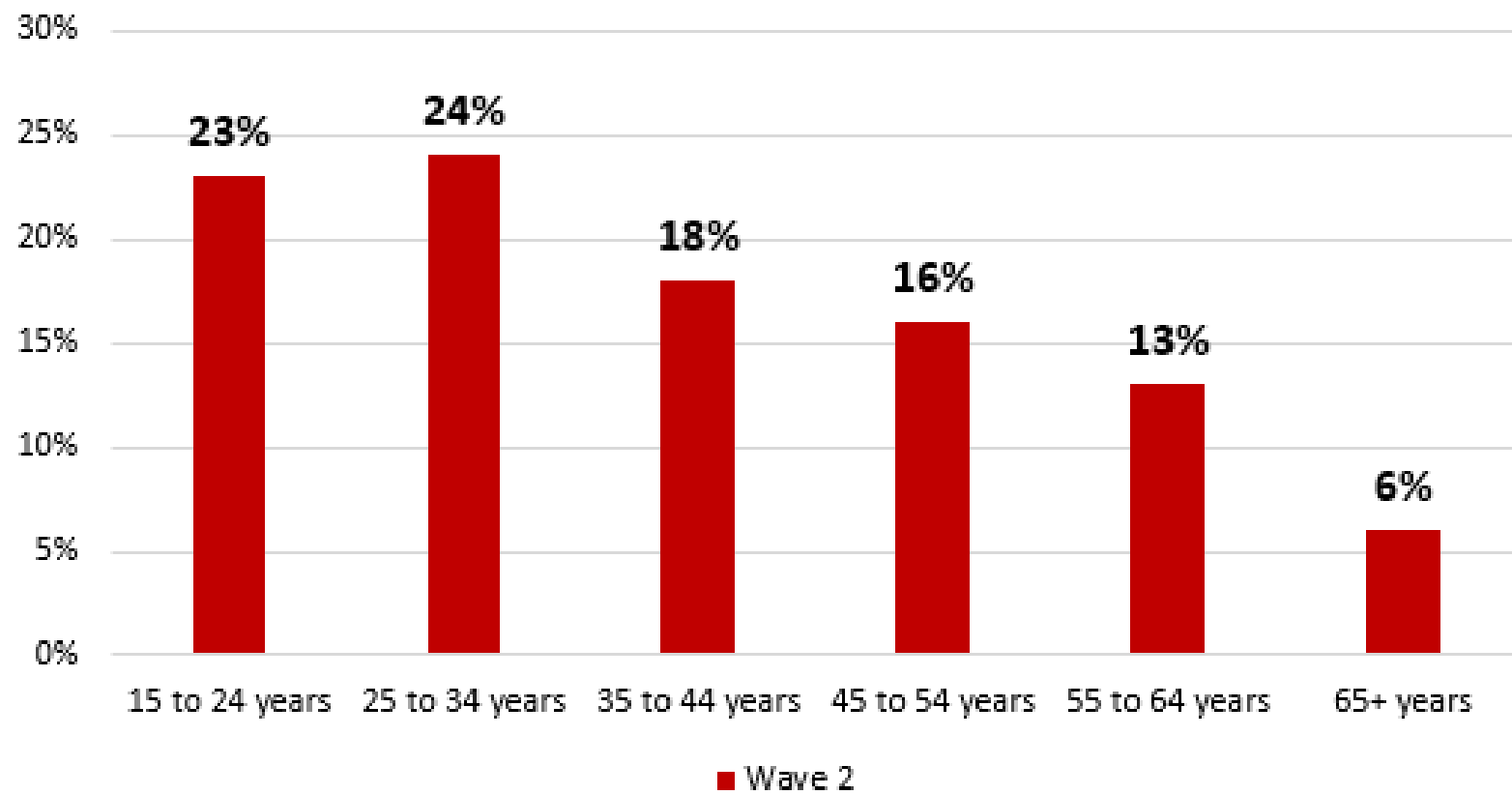


# Customer Characteristics

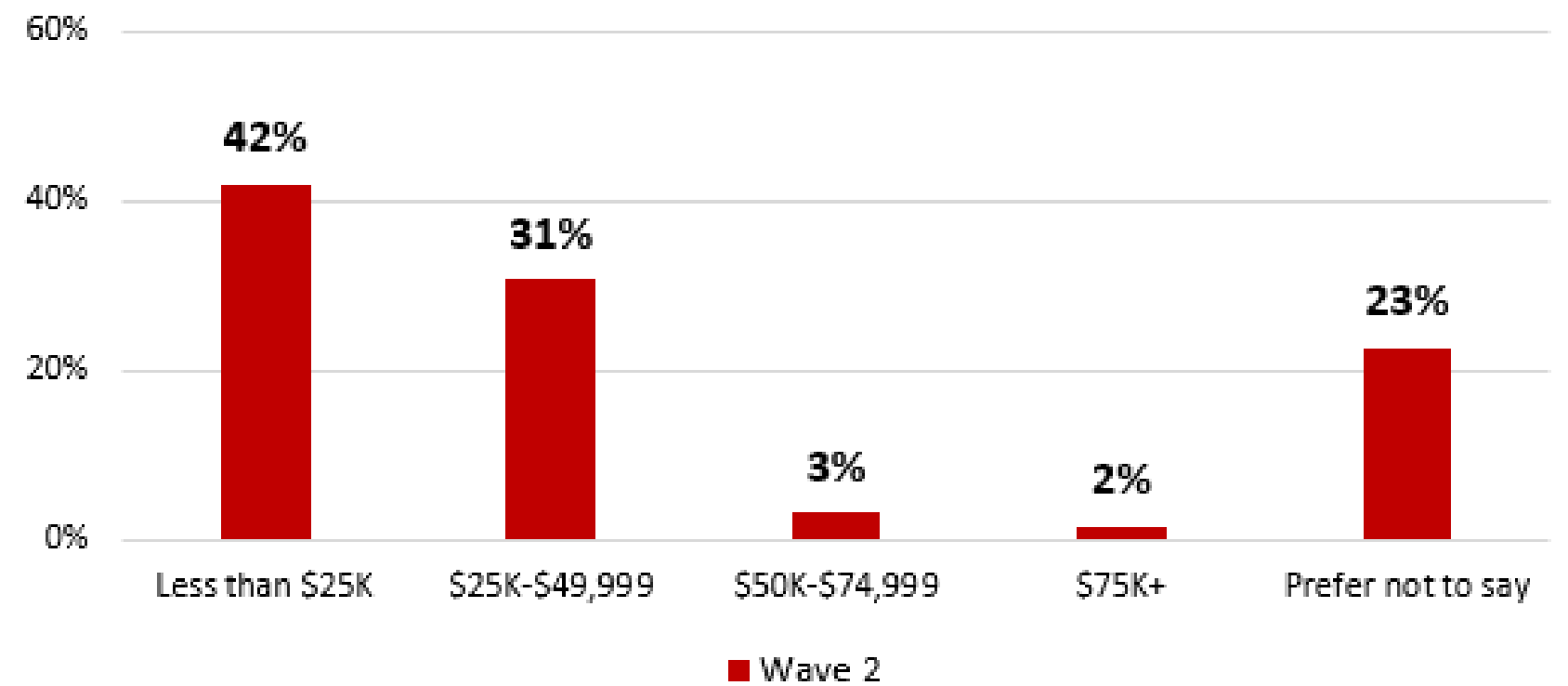


- 24% of FR customers are between 25 and 34 years old. 73% of FR customers make less than \$50,000.

What is your age?



What category best describes your total annual household income?



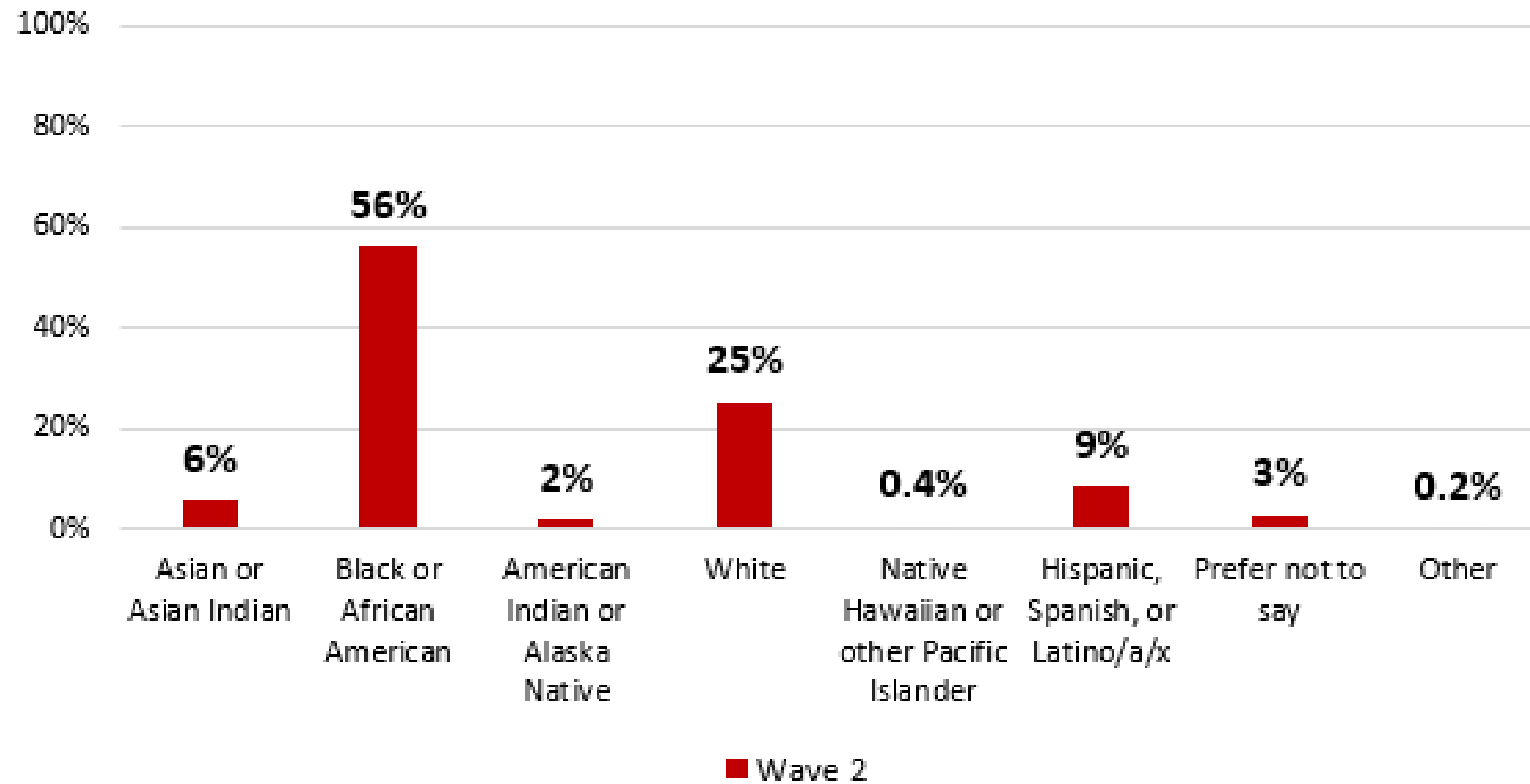


# Customer Characteristics

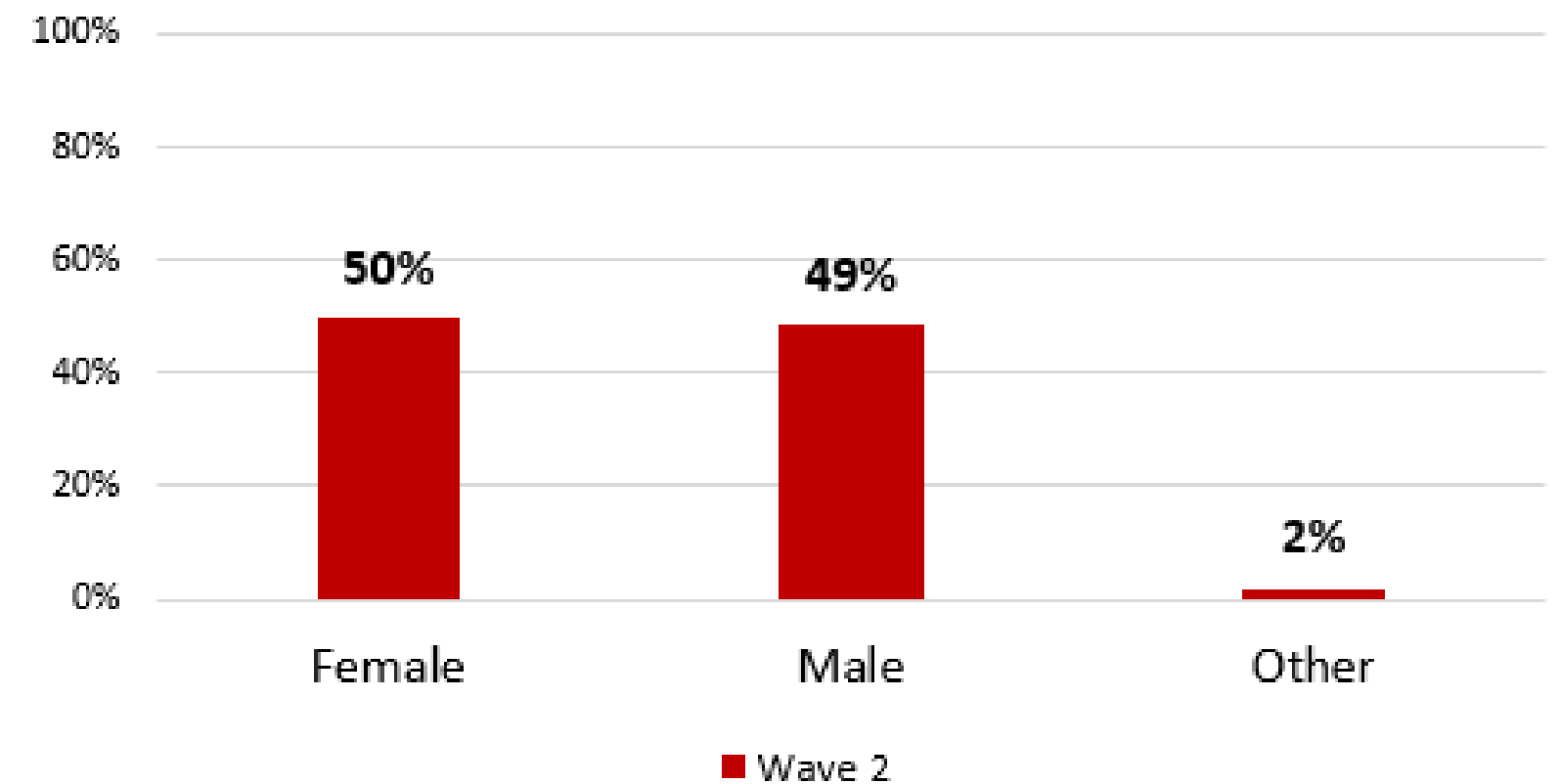


- The typical FR customer is Black/African American (56%) and female (50%)

What is your race/ethnicity?



What is your gender?



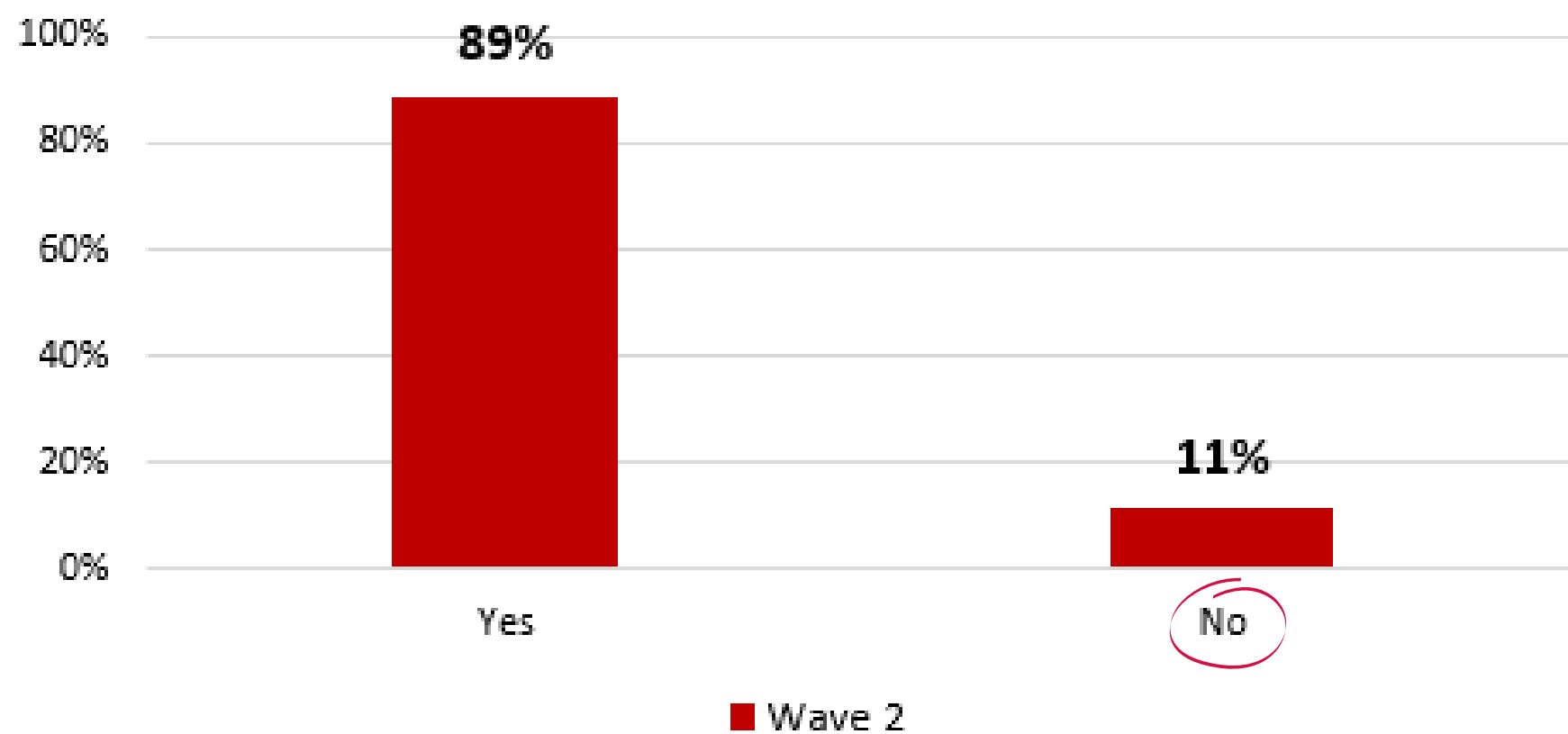


# Transit Dependence and Choice Riders

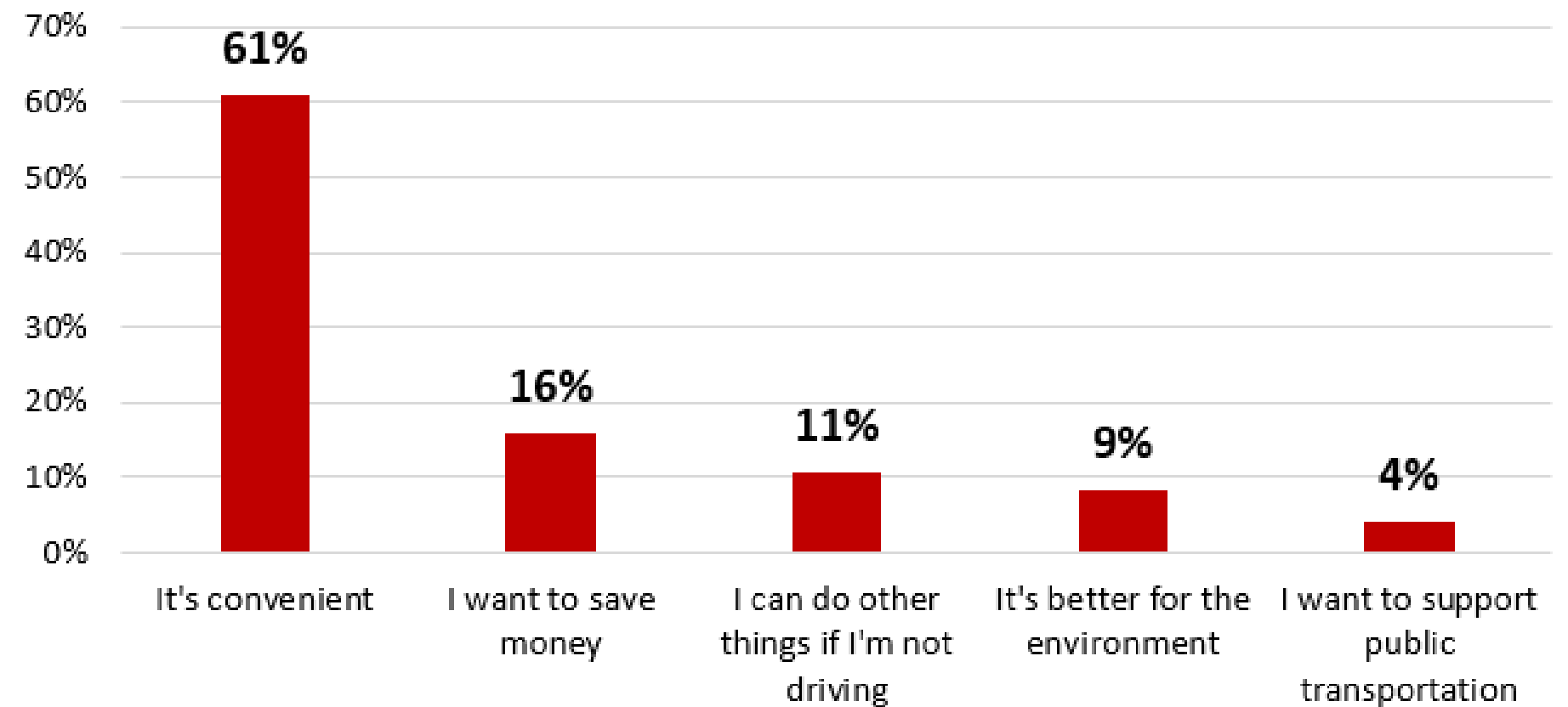


- 89% of FR customers are dependent on using RTA buses for travel.
- For FR customers who have other transportation options, "It's convenient" (61%) is the primary reason for choosing to use RTA bus services.

Are you dependent on using RTA buses to travel to/from your destination?



If you do have other options, what is the #1 reason you choose public transportation?

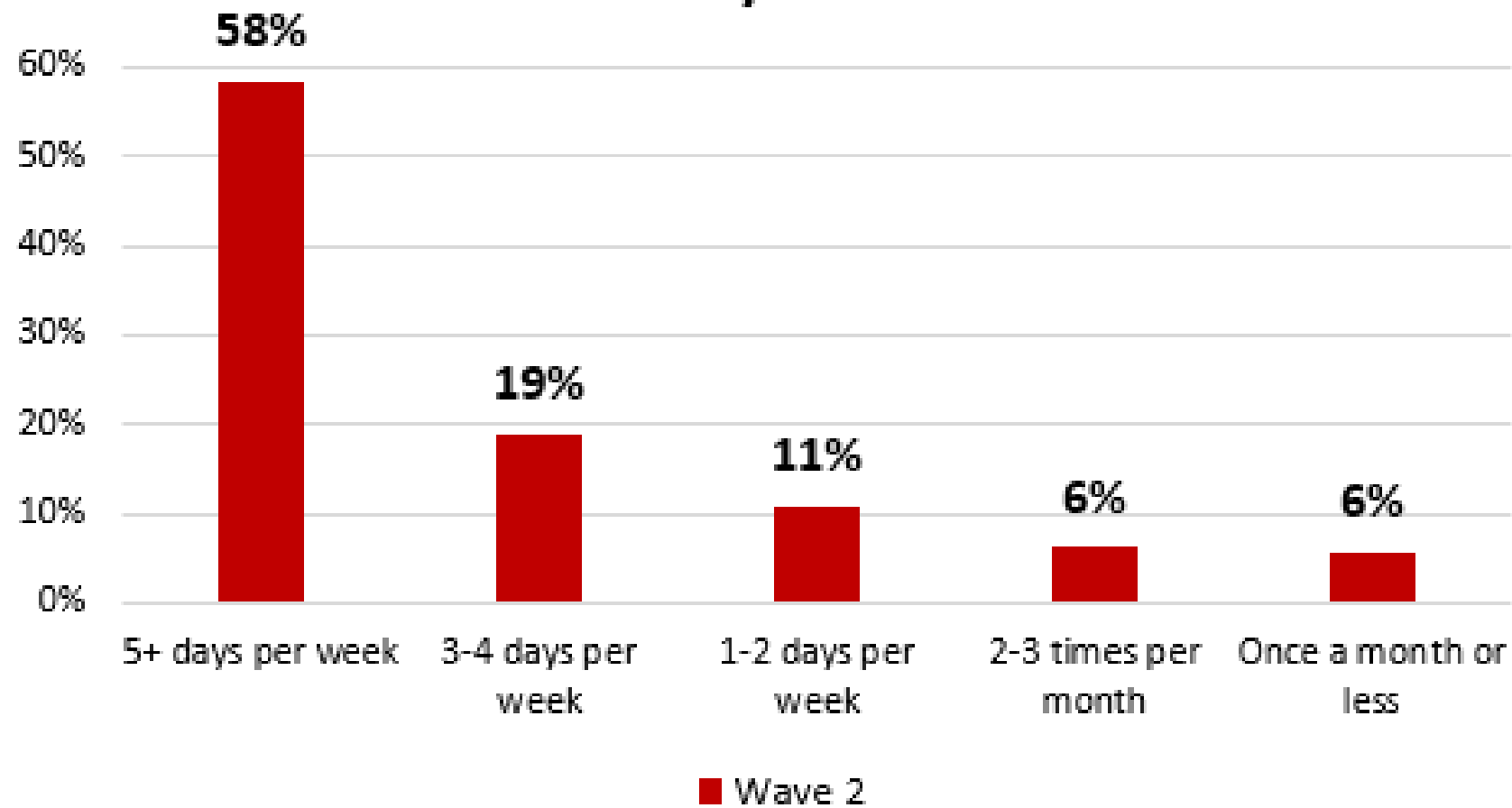




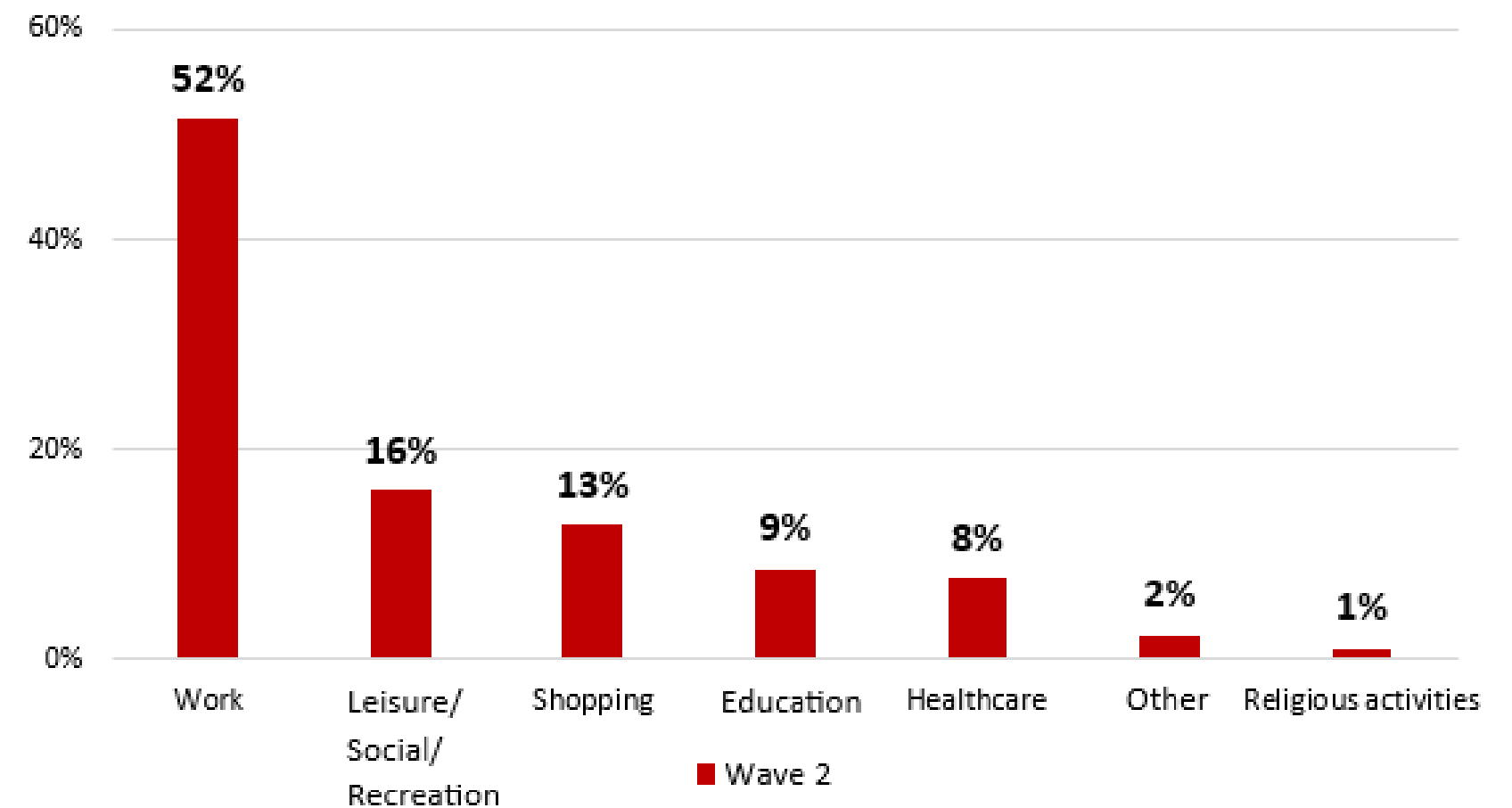
# Trip Frequency and Purpose

- FR customers most often ride the bus 5+ days per week (58%).
- FR customers most frequently ride the bus for work (52%) and leisure (16%).

How often do you ride the bus?



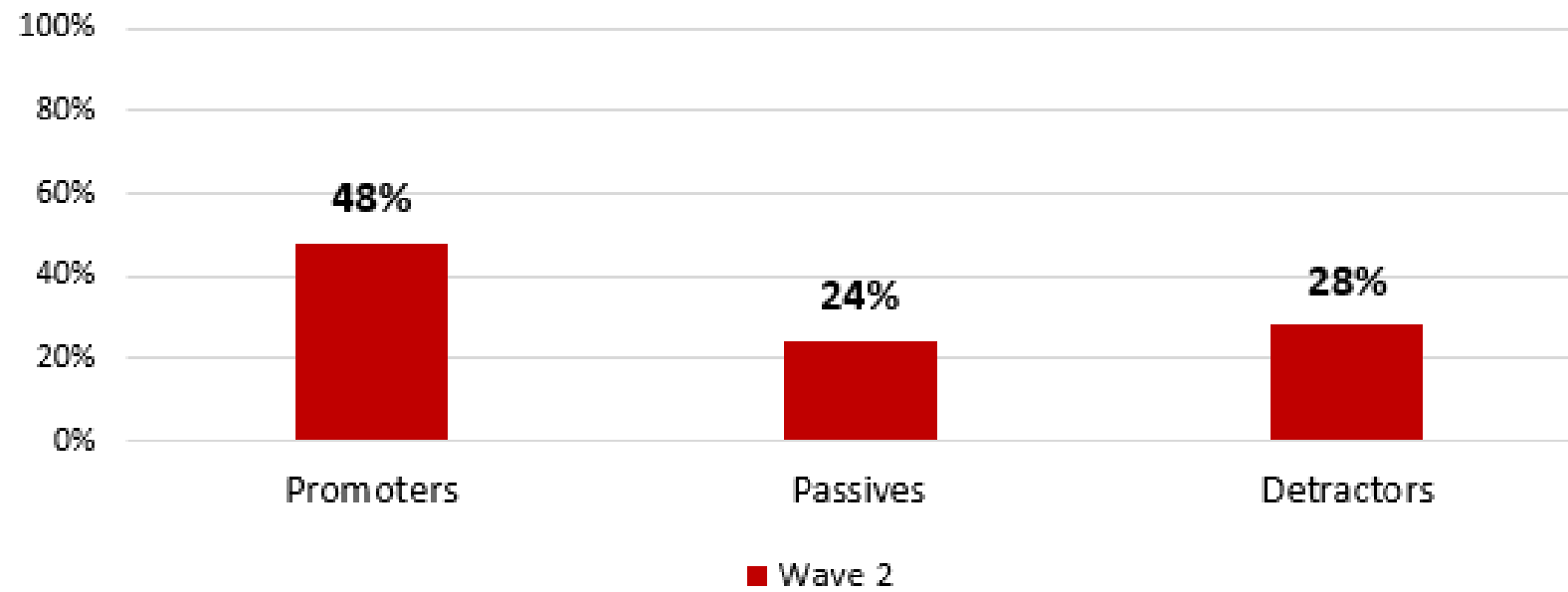
Why are you taking this trip?



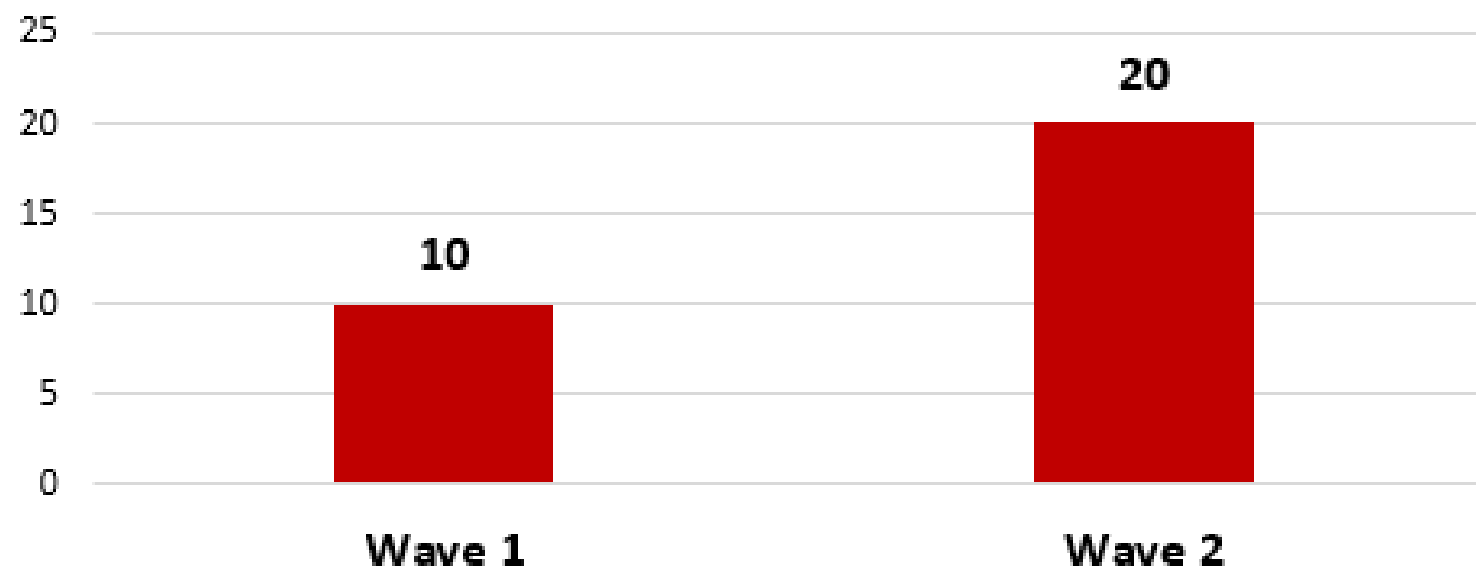
# Net Promoter Score (NPS)

## Fixed Route Bus

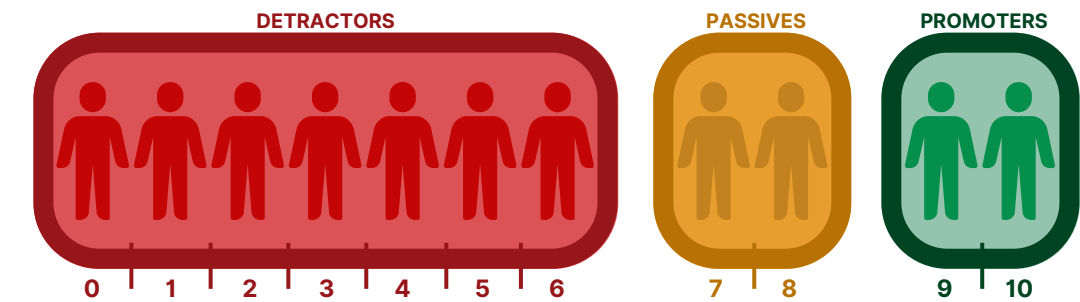
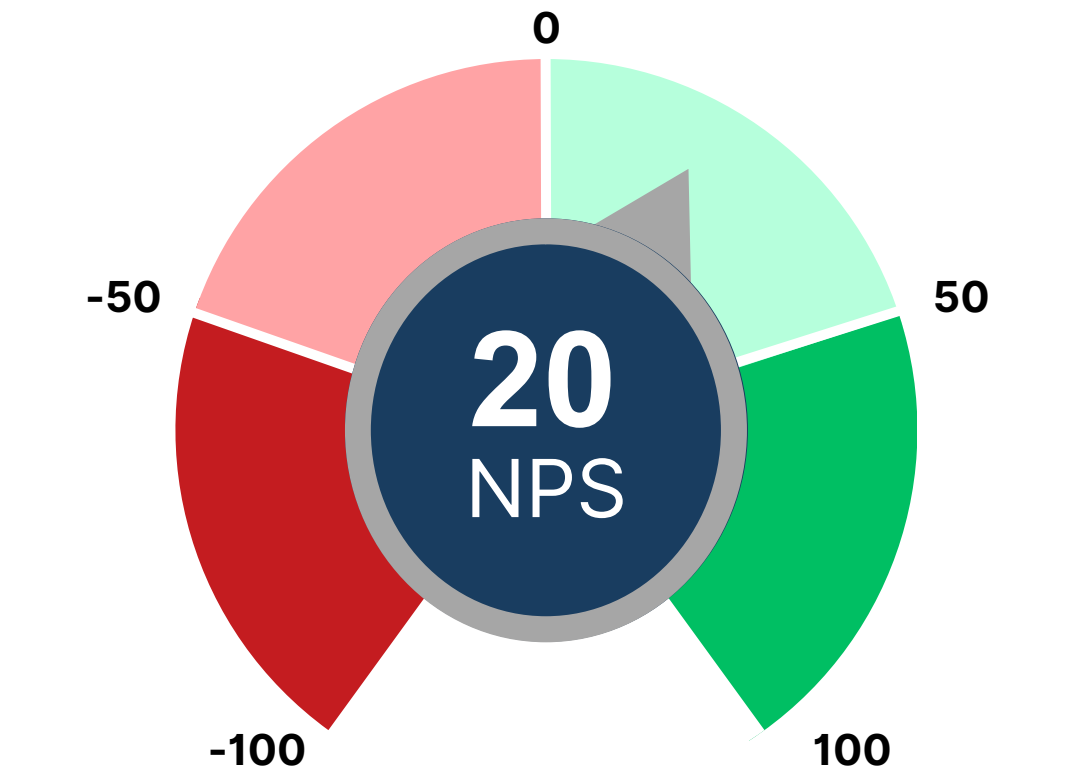
All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



Net Promoter Score



RTA's FR NPS is up 10 points since Wave 1 from 10 to 20.



$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$

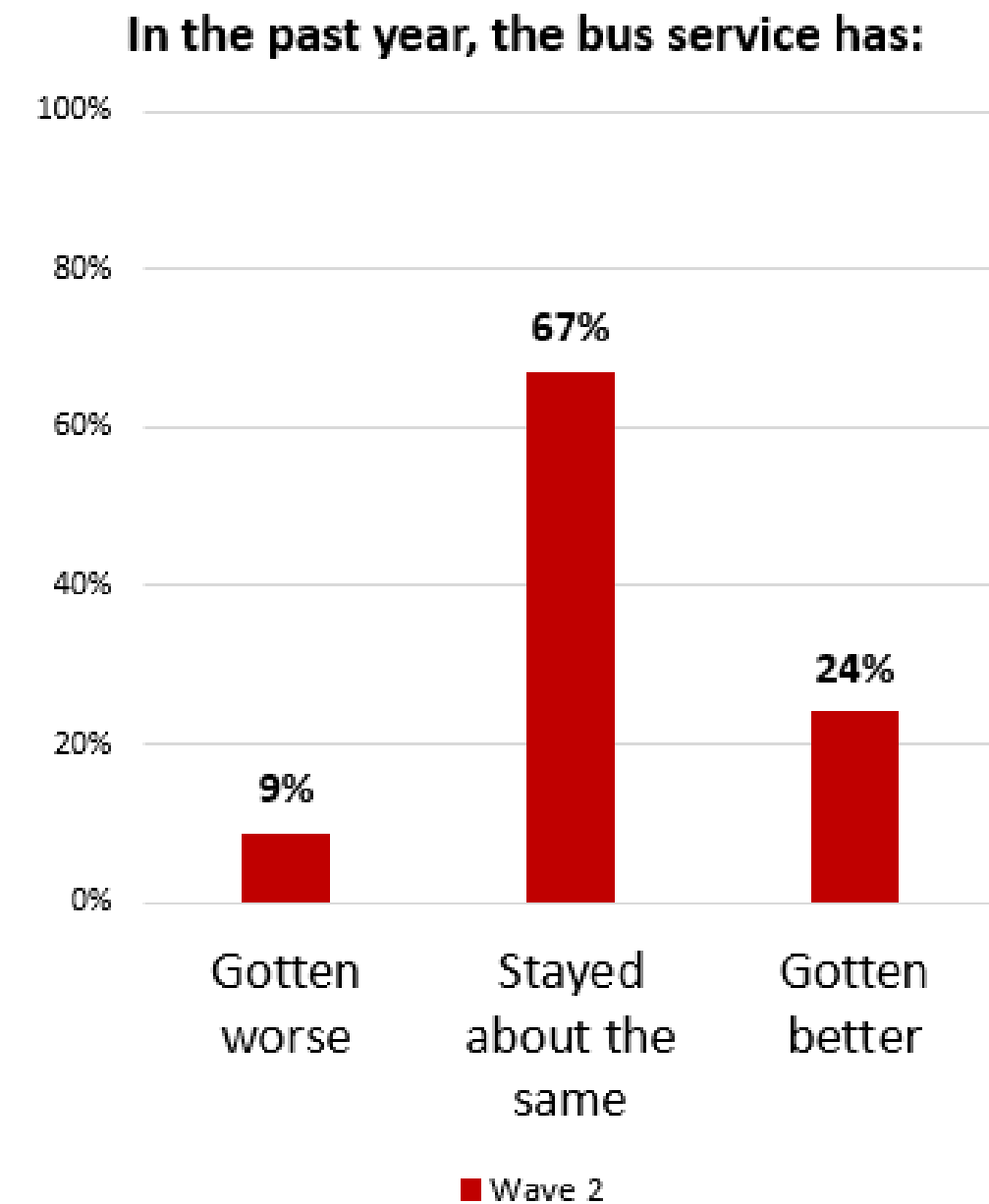
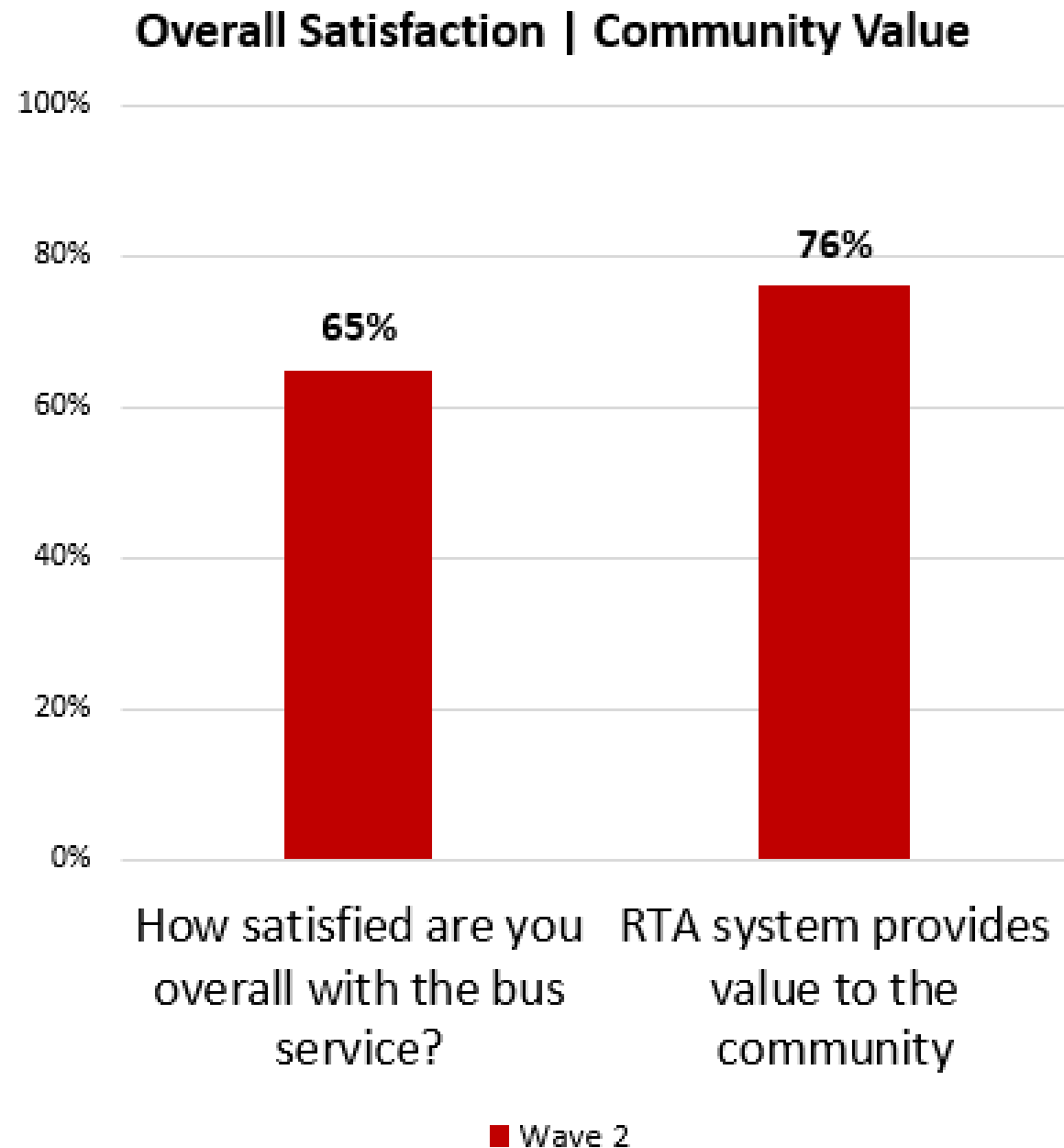




# Satisfaction and Community Value



- 65% of FR customers are satisfied overall with the bus service.
- 76% of FR customers believe the RTA system provides value to the community.
- In the past year, 24% of FR customers believe the bus service has gotten better.



# Customer Importance Factors

*Fixed Route Bus*

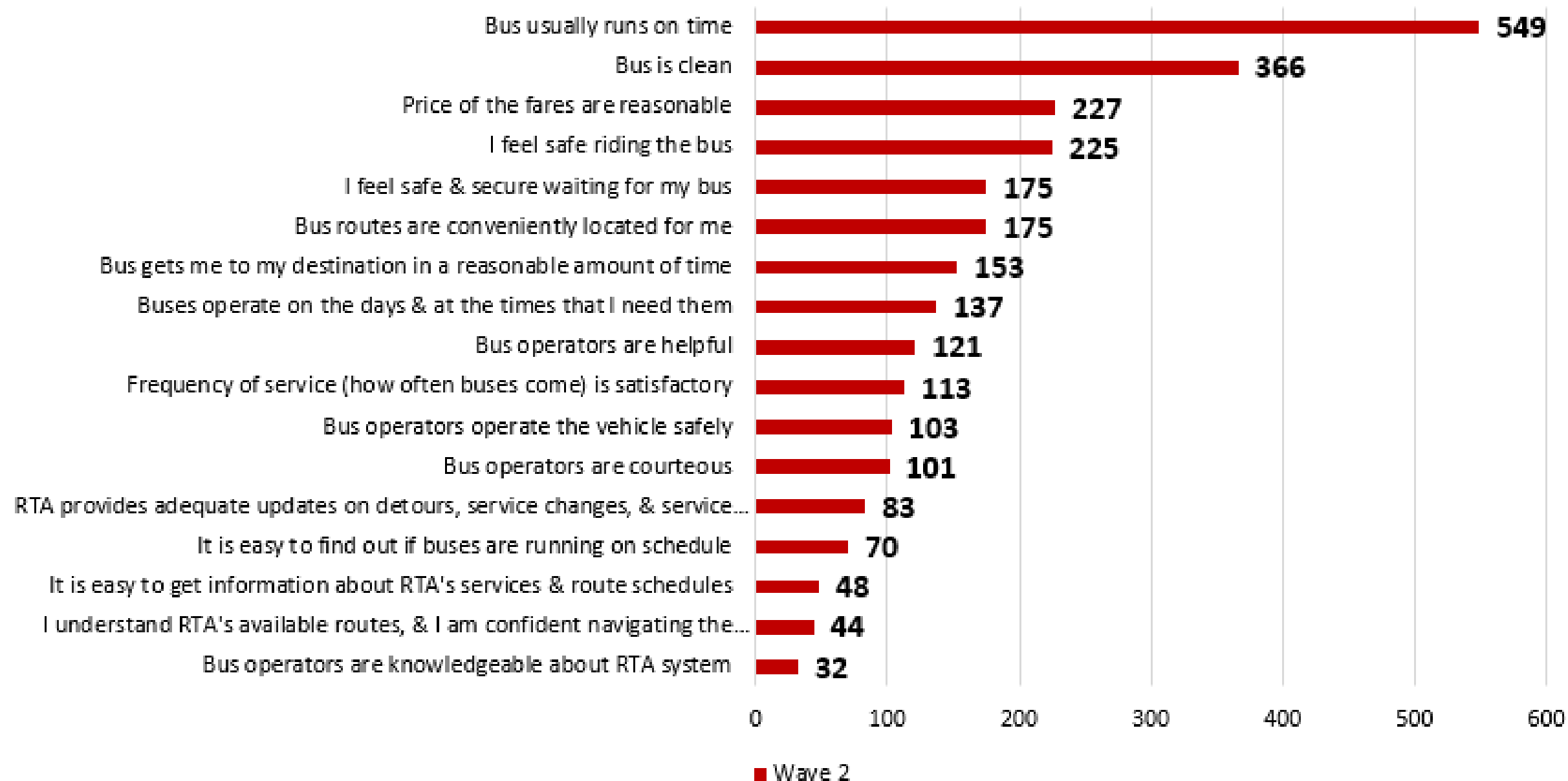


# Top Customer Importance Factors

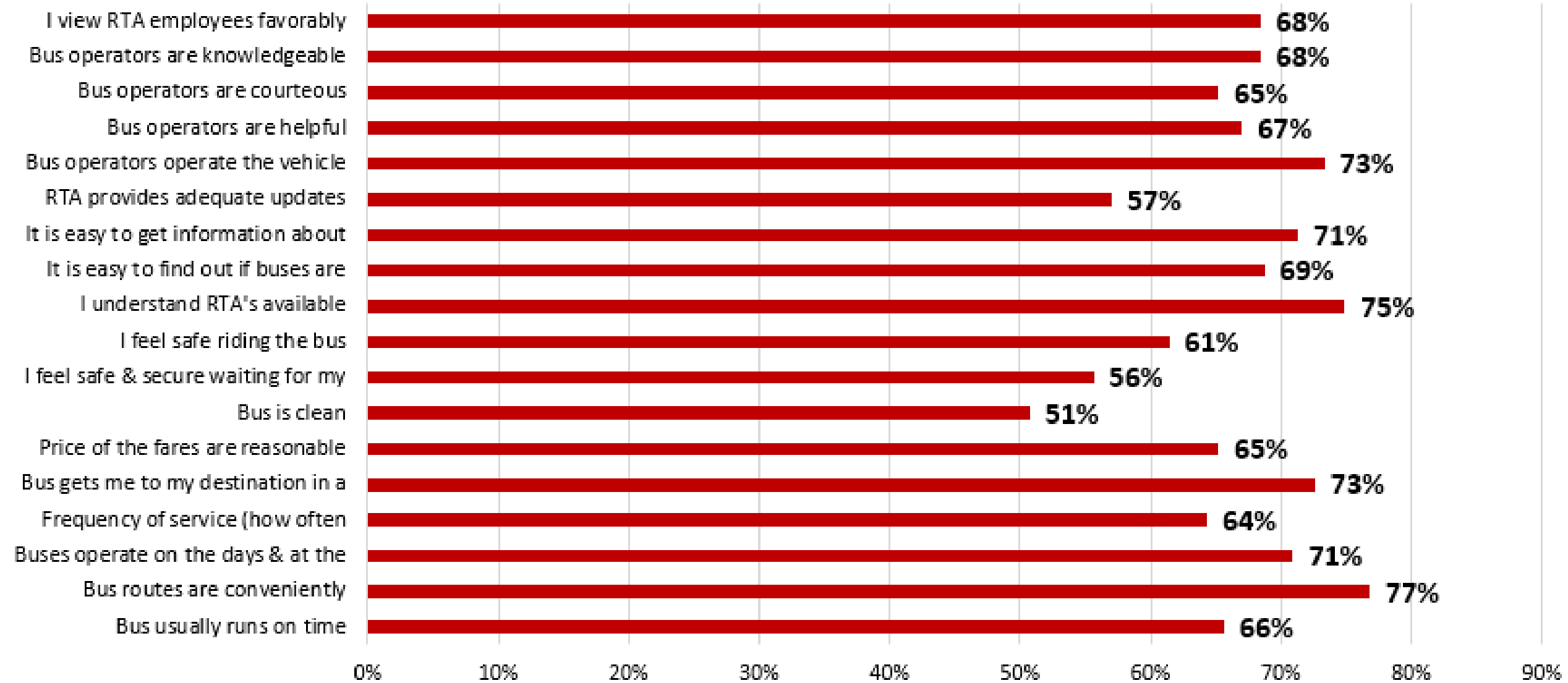


- The top three importance factors to FR customers are buses running on time (549), cleanliness (366), and fare price (227).

Importance Factors



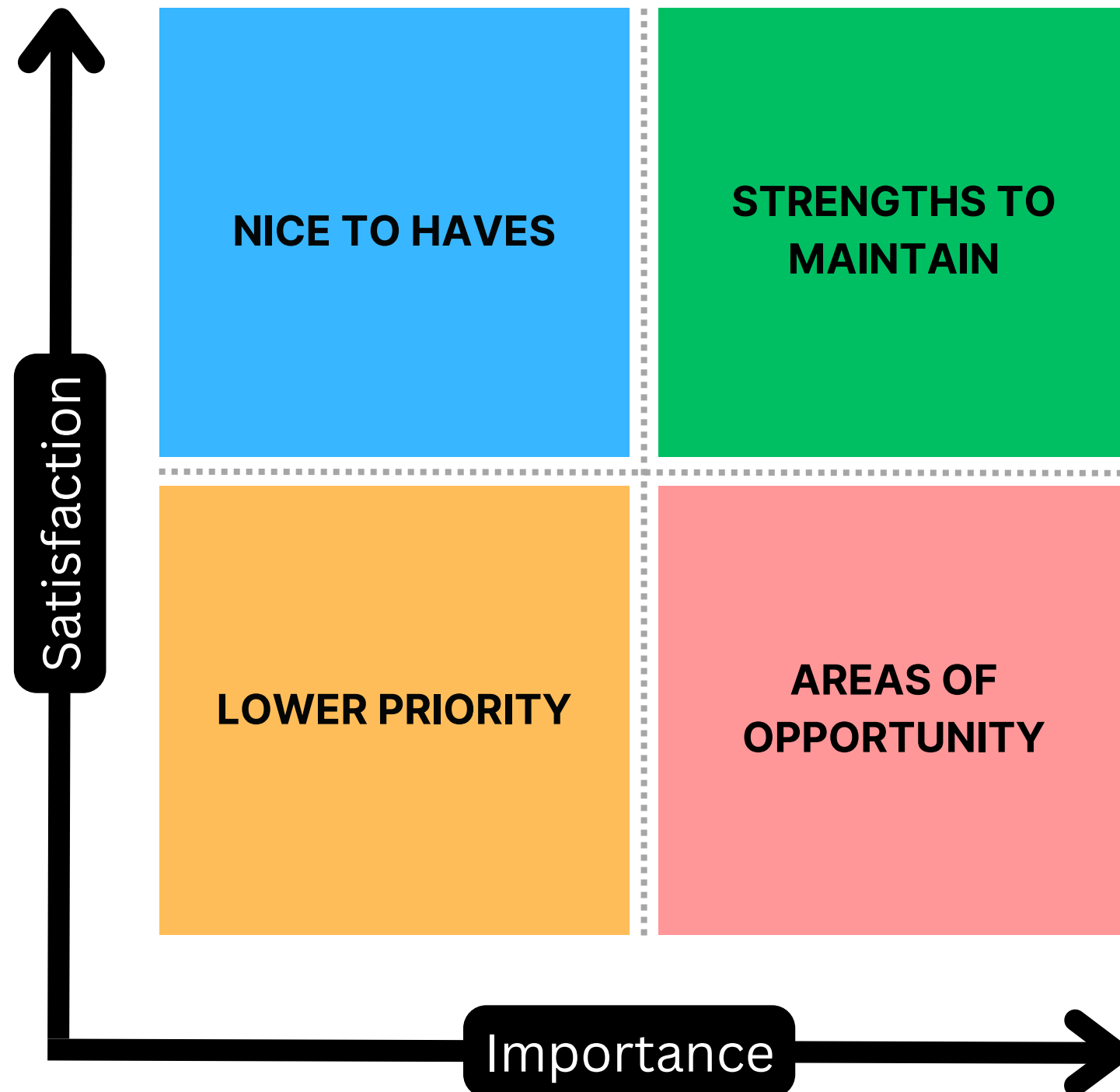
## Fixed Bus



# Key Driver Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

## Satisfaction vs. Importance



1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.



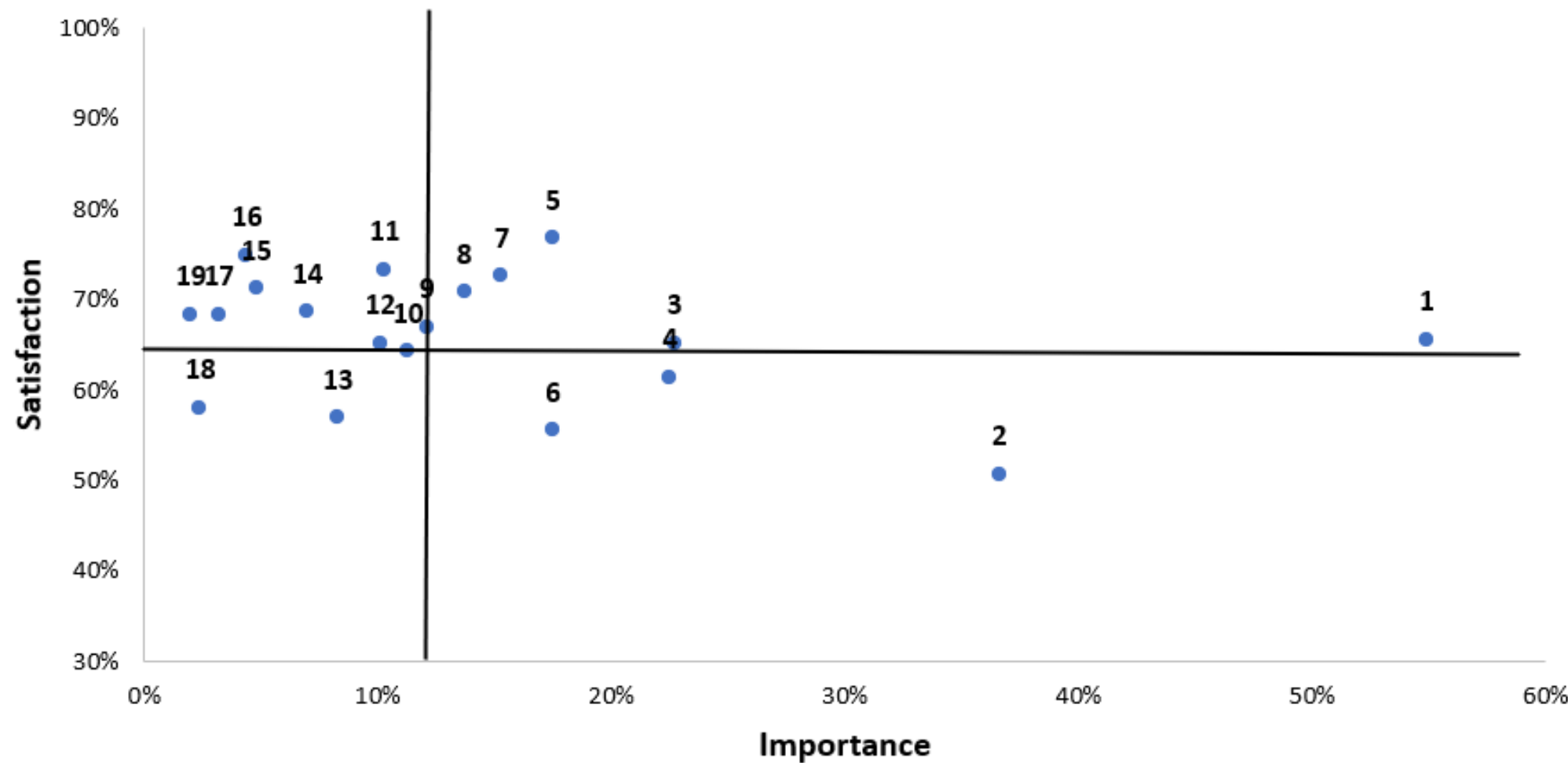
# Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.

Nice to Haves

Strengths to Maintain

Satisfaction vs Importance



Lower Priority

Areas of Opportunity

## Legend

1. Bus usually runs on time
2. Bus is clean
3. Price of the fares are reasonable
4. I feel safe riding the bus
5. Bus routes are conveniently located for me
6. I feel safe & secure waiting for my bus
7. Bus gets me to my destination in a reasonable amount of time
8. Buses operate on the days & at the times that I need them
9. Bus operators are helpful
10. Frequency of service (how often buses come) is satisfactory
11. Bus operators operate the vehicle safely
12. Bus operators are courteous
13. RTA provides adequate updates on detours, service changes, & service improvements
14. It is easy to find out if buses are running on schedule
15. It is easy to get information about RTA's services & route schedules
16. I understand RTA's available routes, & I am confident
17. Bus operators are knowledgeable about RTA system
18. I repeat RTA messages to those I believe would benefit from the information
19. I view RTA employees favorably

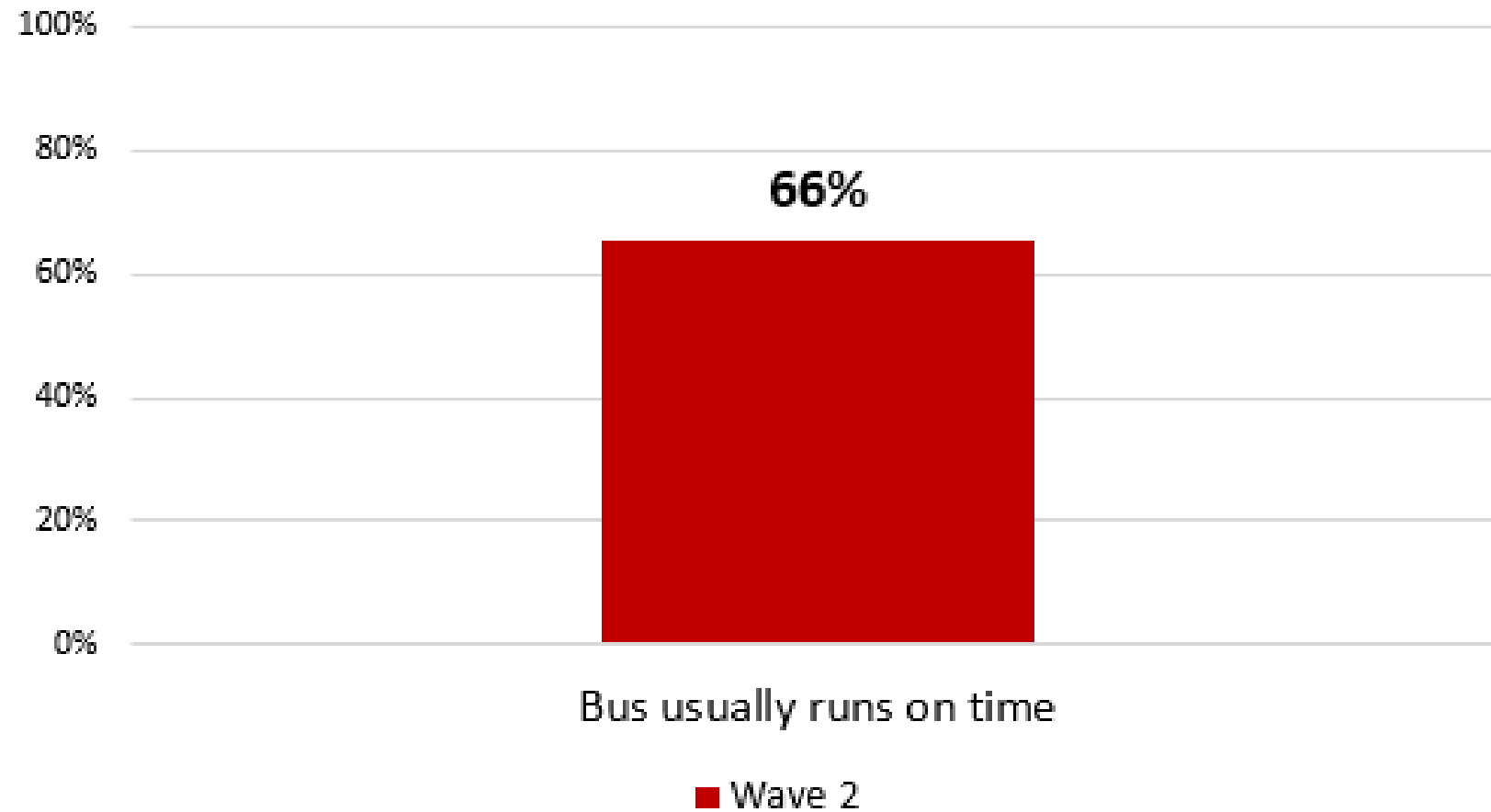


# On-Time Performance

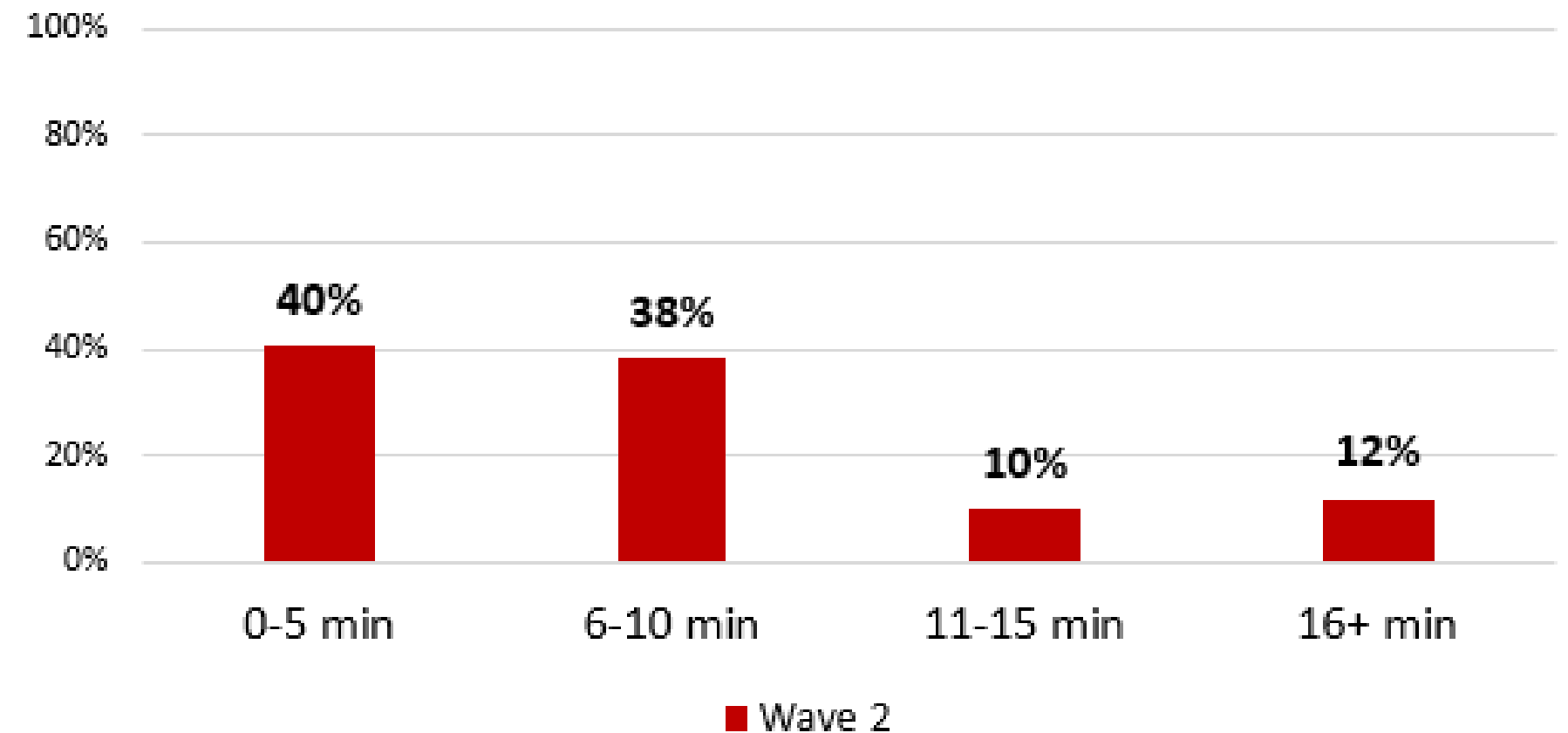


- 66% of FR customers are satisfied with the On-Time Performance.
- 40% of FR customers believe it is acceptable for the bus to arrive 0 to 5-minutes beyond its scheduled time.

On-Time Performance



How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?



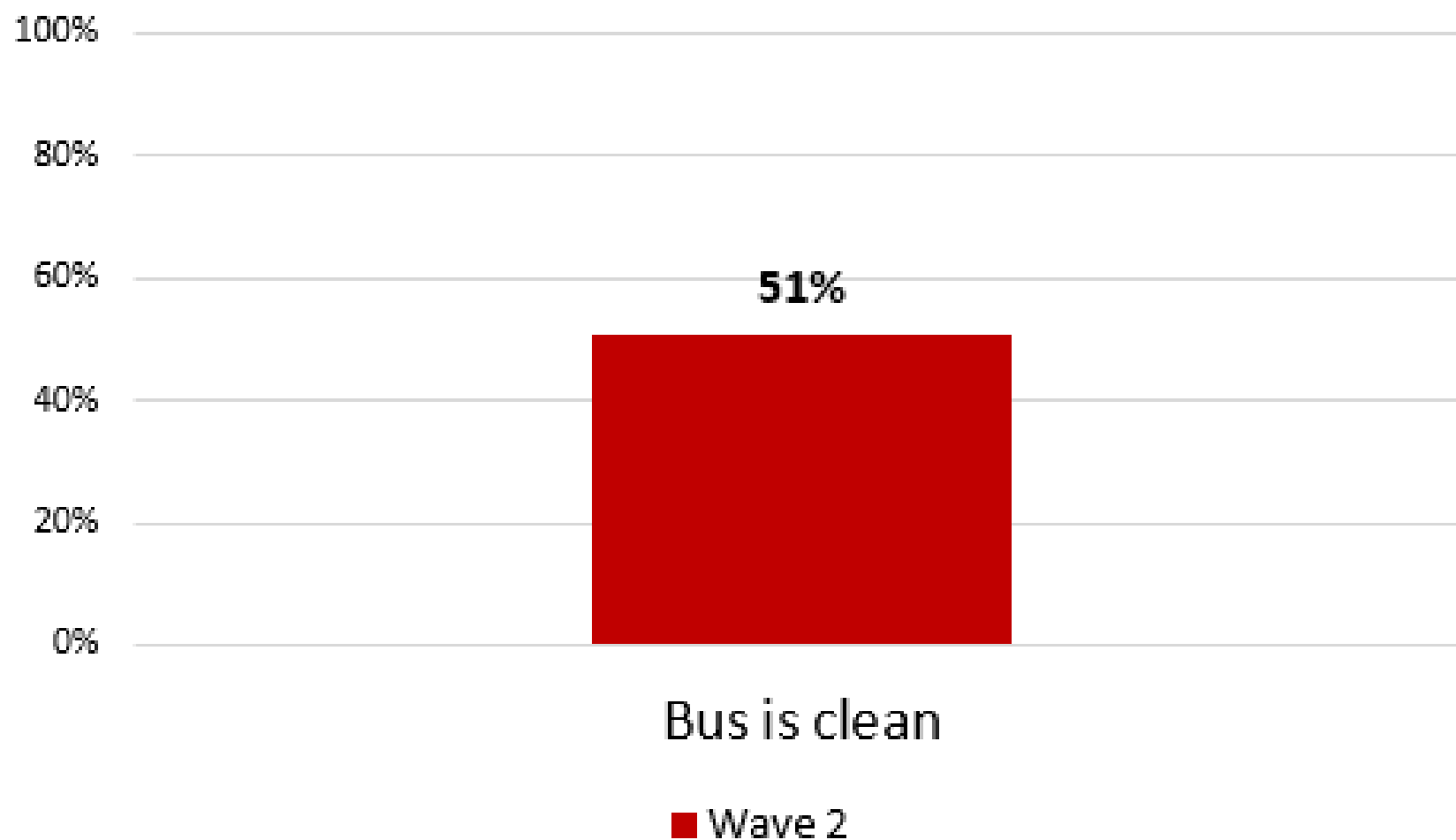


# Cleanliness of Buses

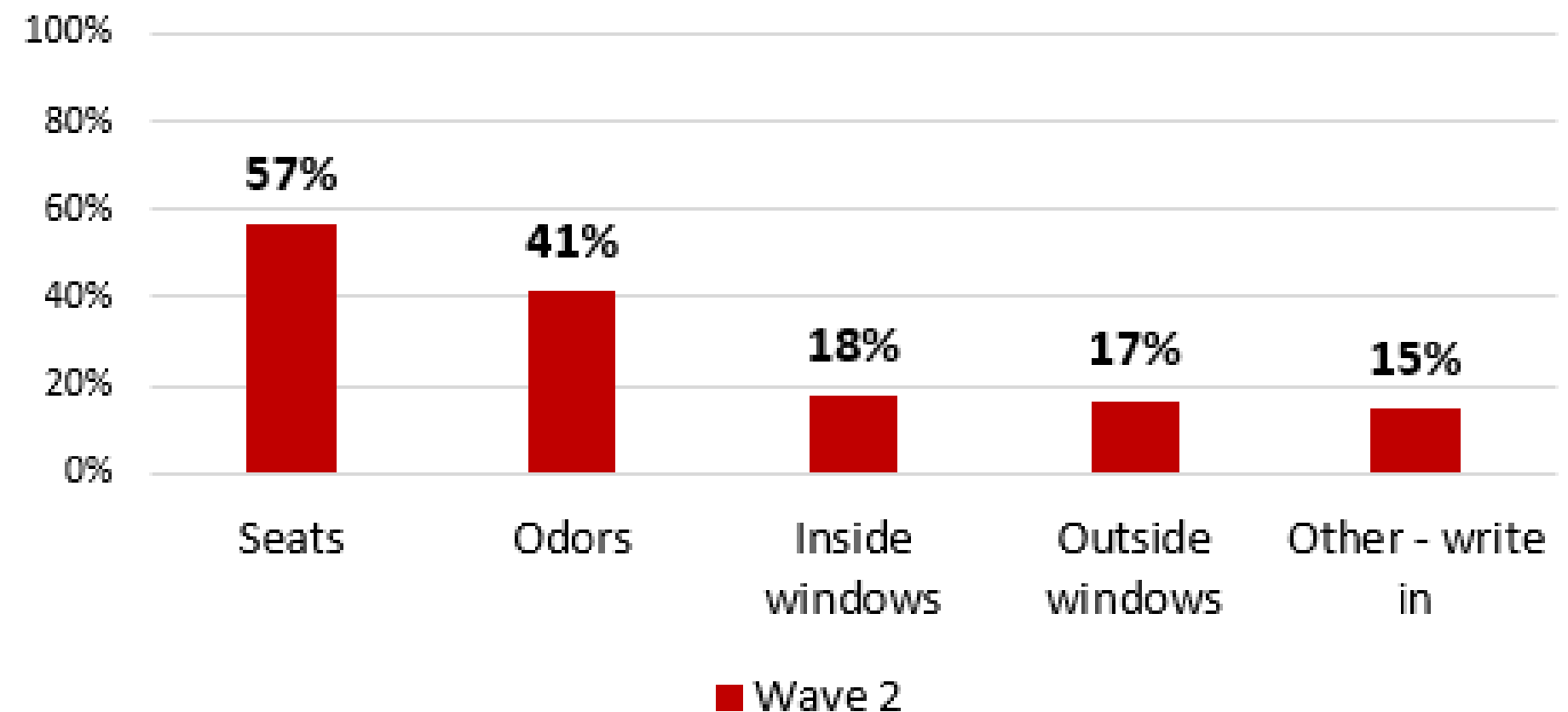


- 51% of FR customers are satisfied with the cleanliness of buses.
- FR customers think focusing on seats (57%) and odors (41%) would improve their satisfaction with bus cleanliness. 33% of the write-in answers were "Floors."

### Cleanliness of Buses



### Which areas would you like RTA to focus on to improve your satisfaction with bus cleanliness?



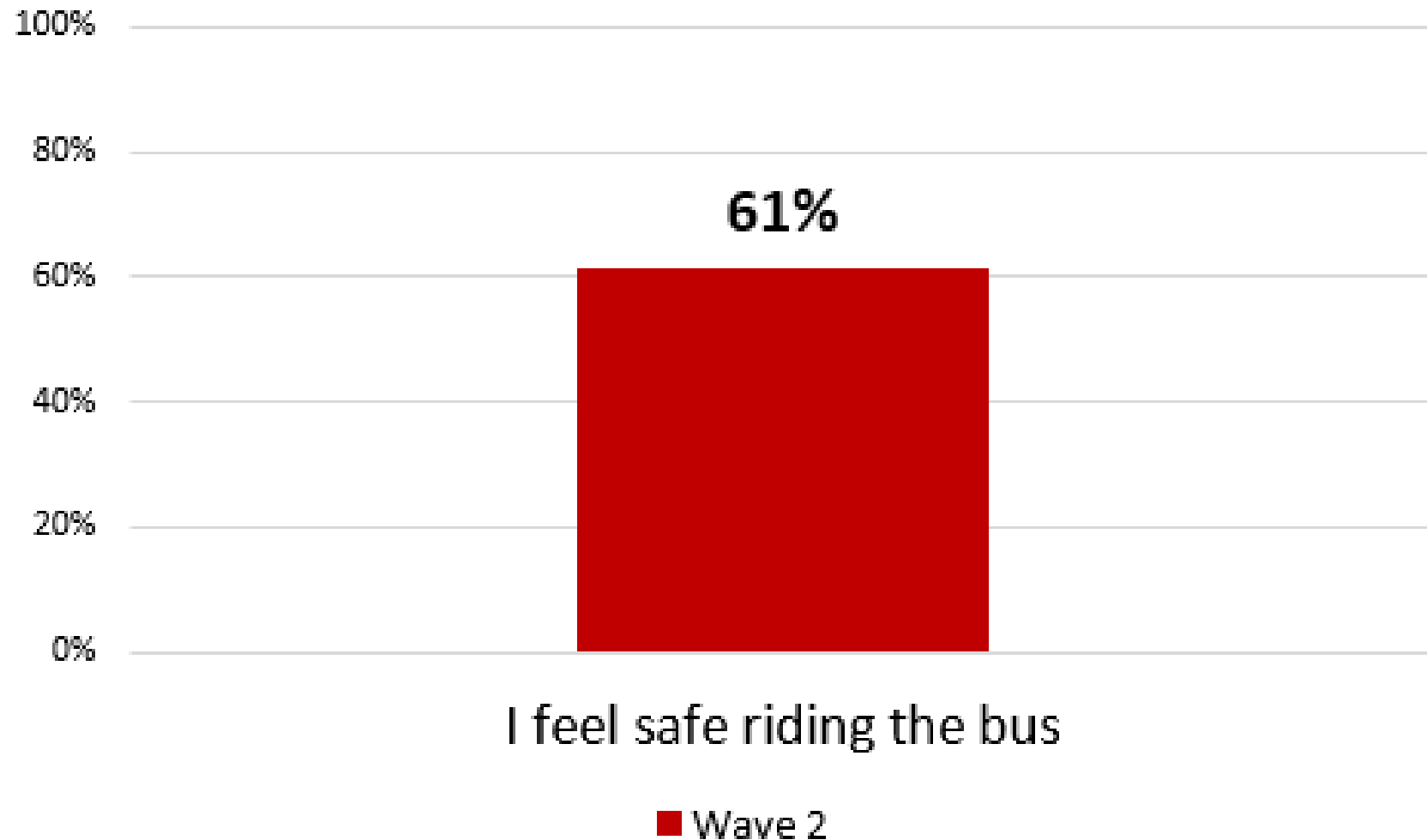


# Bus and Bus Stop Safety

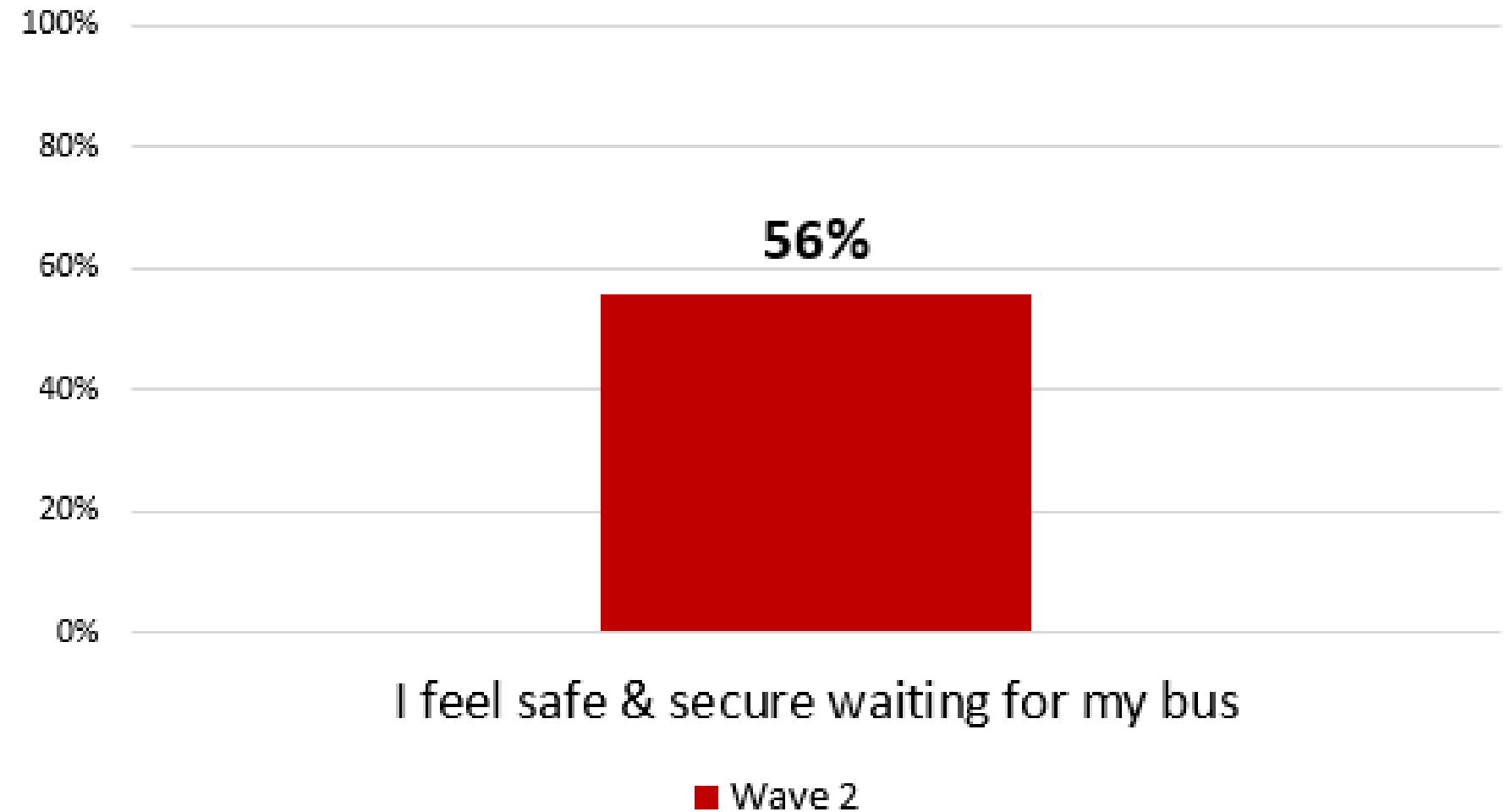


- 61% of FR customers feel safe while riding the bus.
- 56% of FR customers feel safe while waiting for the bus.

**Bus Safety**

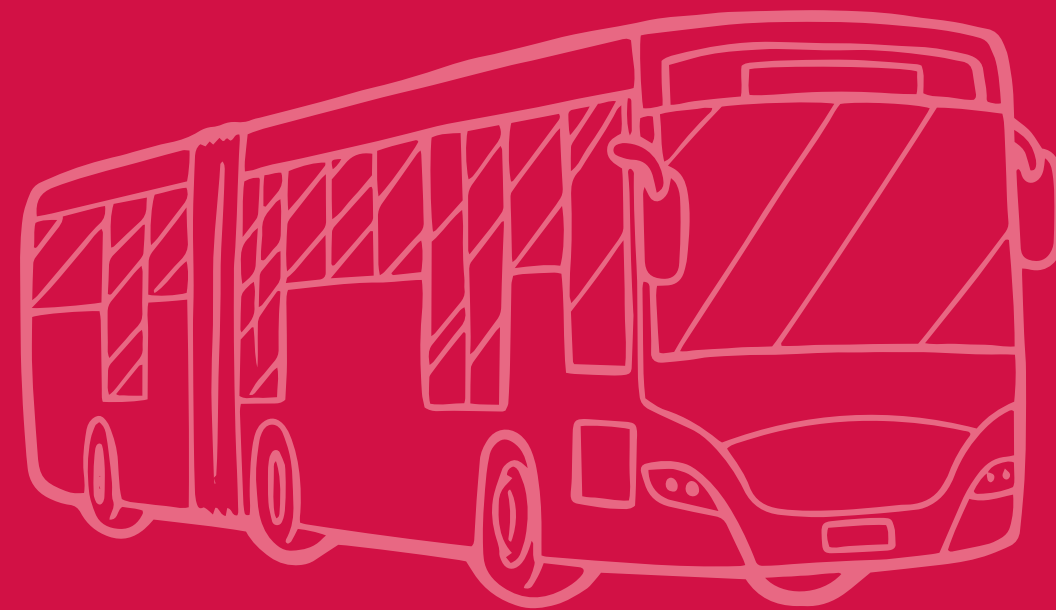


**Bus Stop Safety**



# Bus Rapid Transit

(BRT)







# BRT Results Overview

**Nearly 7 out of 10** customers are satisfied with BRT service.

**67%** of customers think Customer Service Representatives are helpful and courteous.

## Customers are MOST satisfied with...

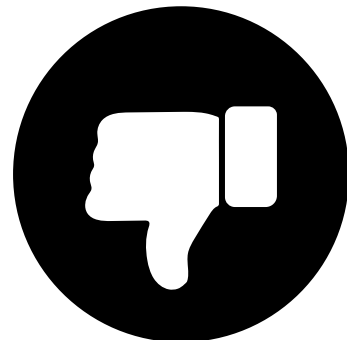


BRT routes are conveniently located (78%)

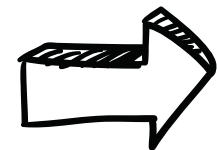


Bus operators operating the vehicles safely (73%)

## Customers are LEAST satisfied with...



leanliness of buses (47%)



Safety waiting for the bus (50%)

## Top Most Important Elements of BRT Service to Customers...

1. On-time performance
2. Bus cleanliness
3. Feeling of safety waiting for the bus
4. Feeling of safety while on the bus

# Customer Characteristics

*Bus Rapid Transit*

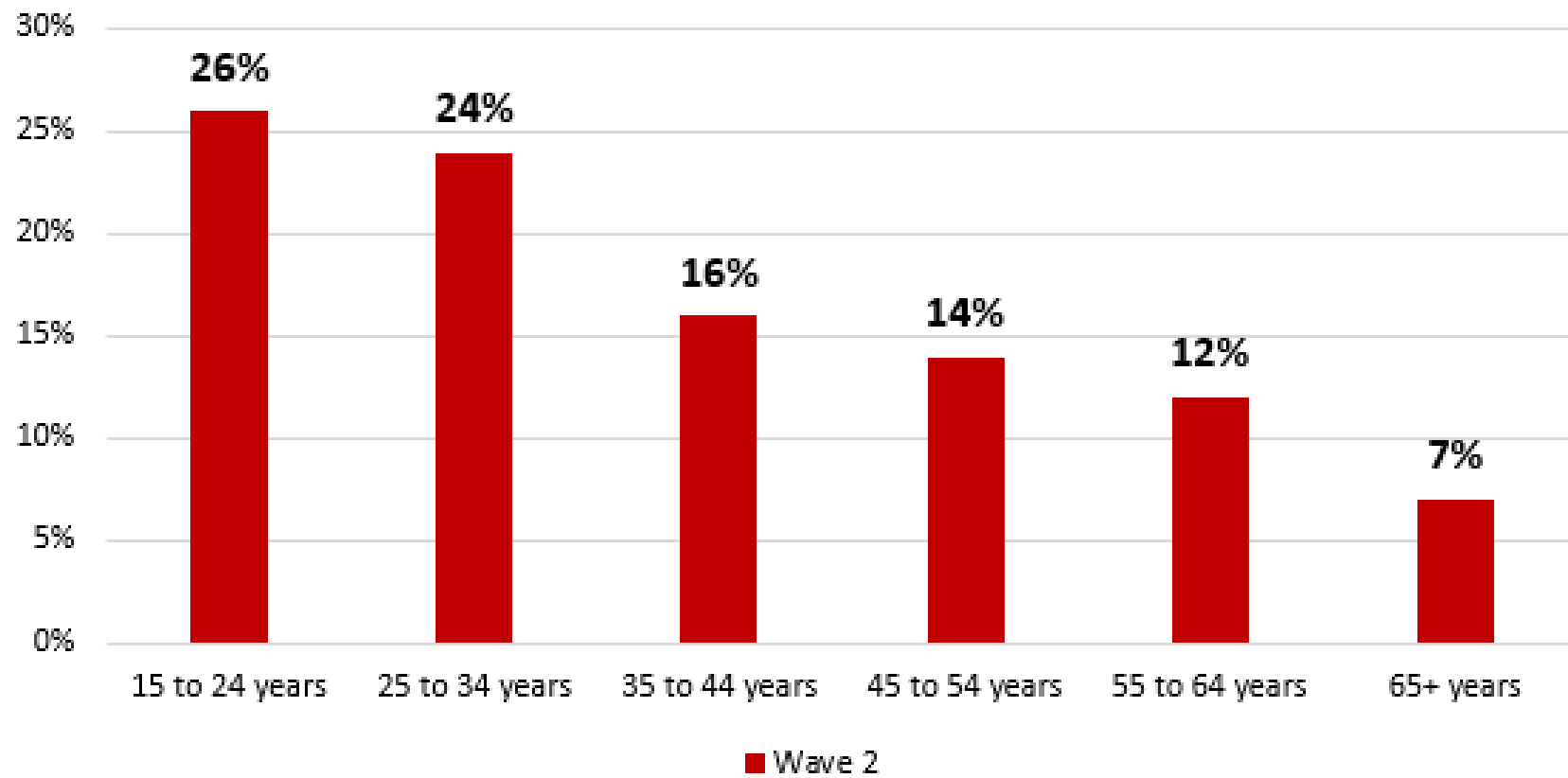


# Customer Characteristics

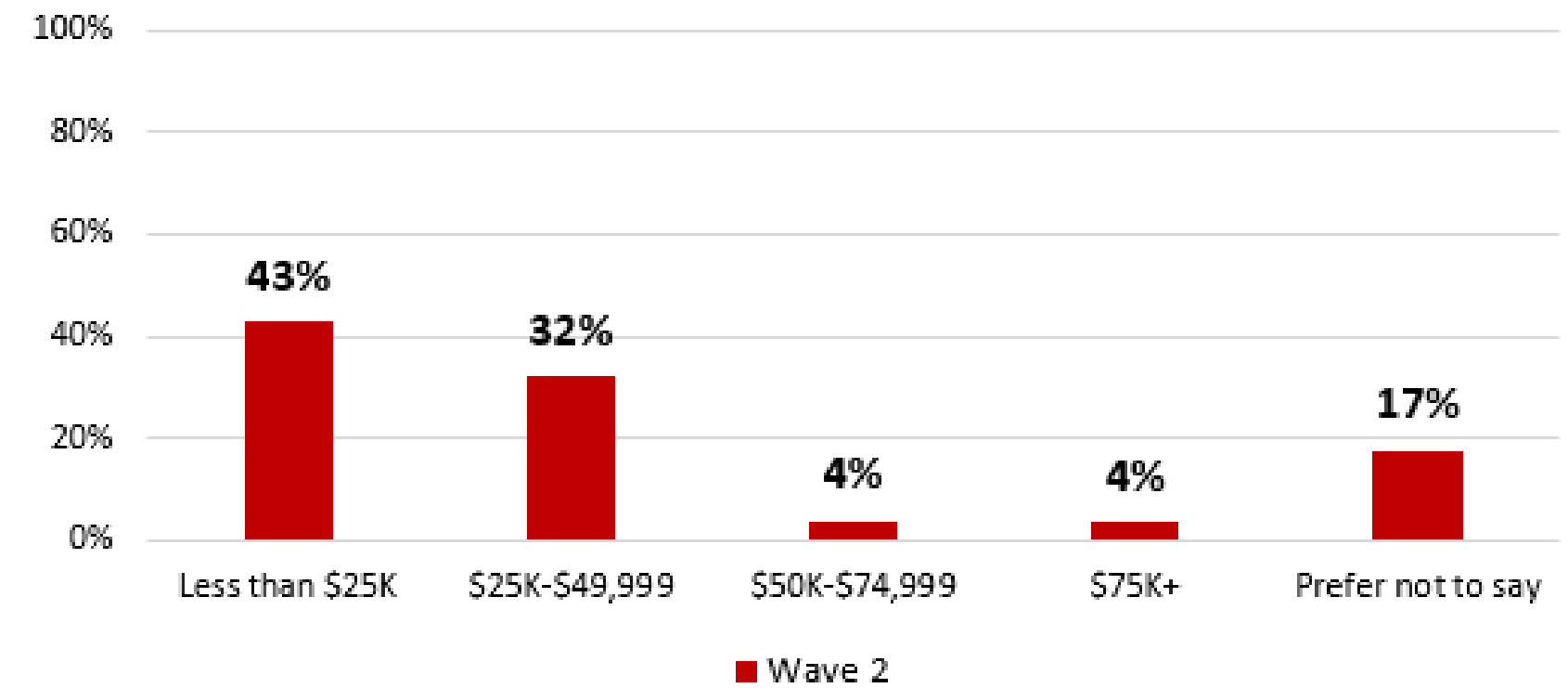


- The typical age of a BRT rider is between 15 to 24 years (26%) with a total household income of less than \$25,000 (43%).

What is your age?



What category best describes your total annual household income?



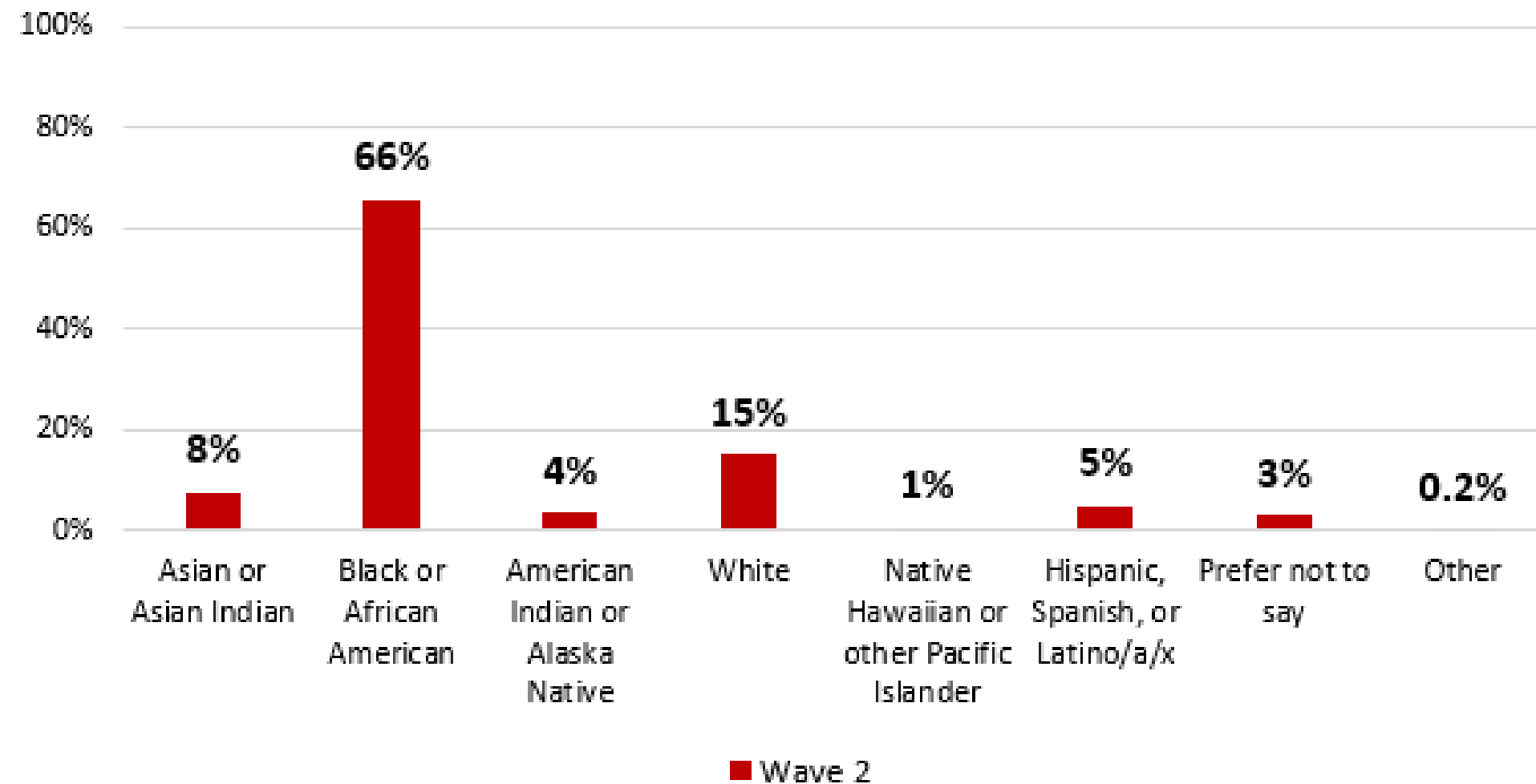


# Customer Characteristics

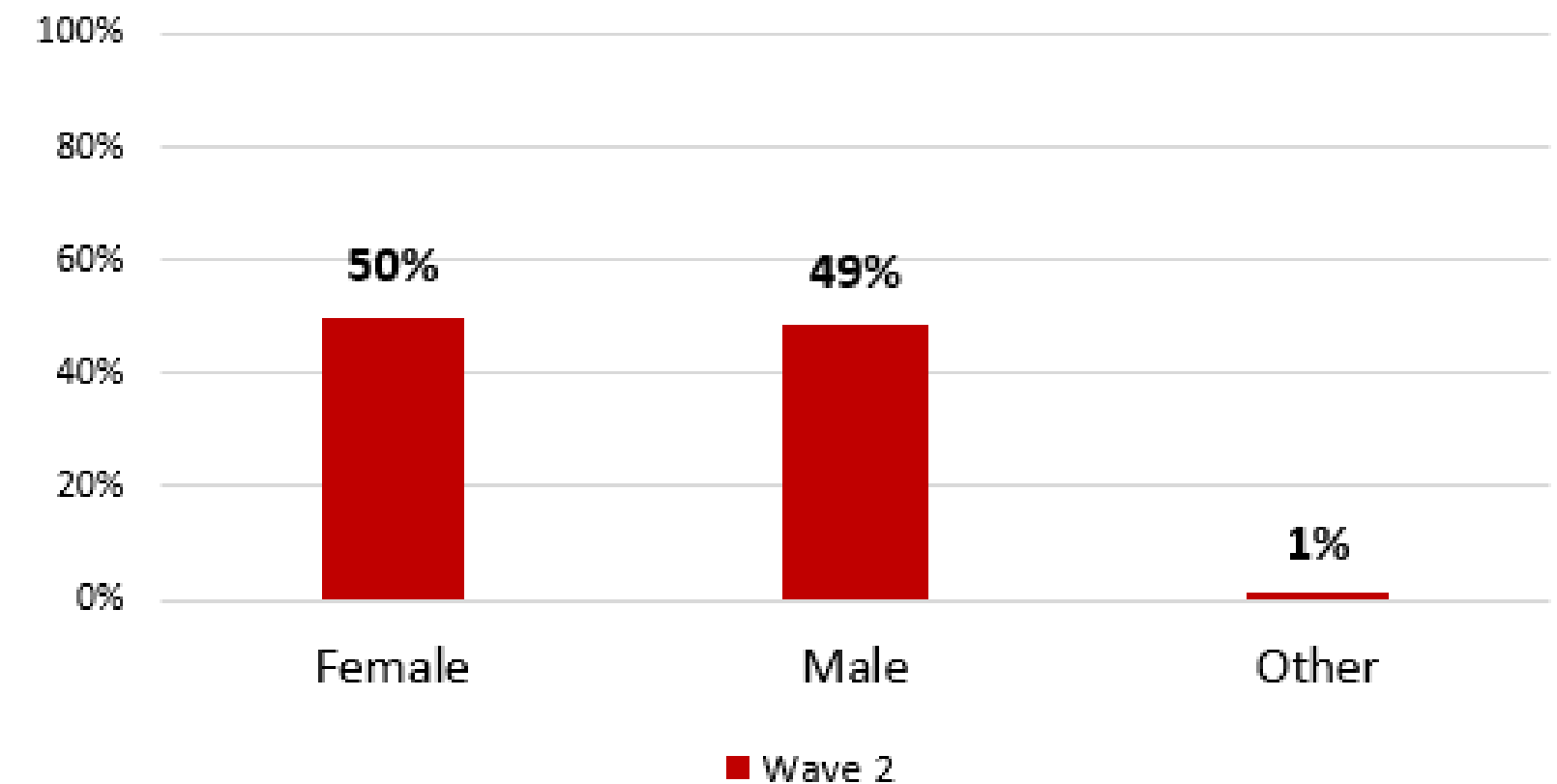


- The typical BRT customer is Black African American (66%) female (50%).

What is your race/ethnicity?



What is your gender?

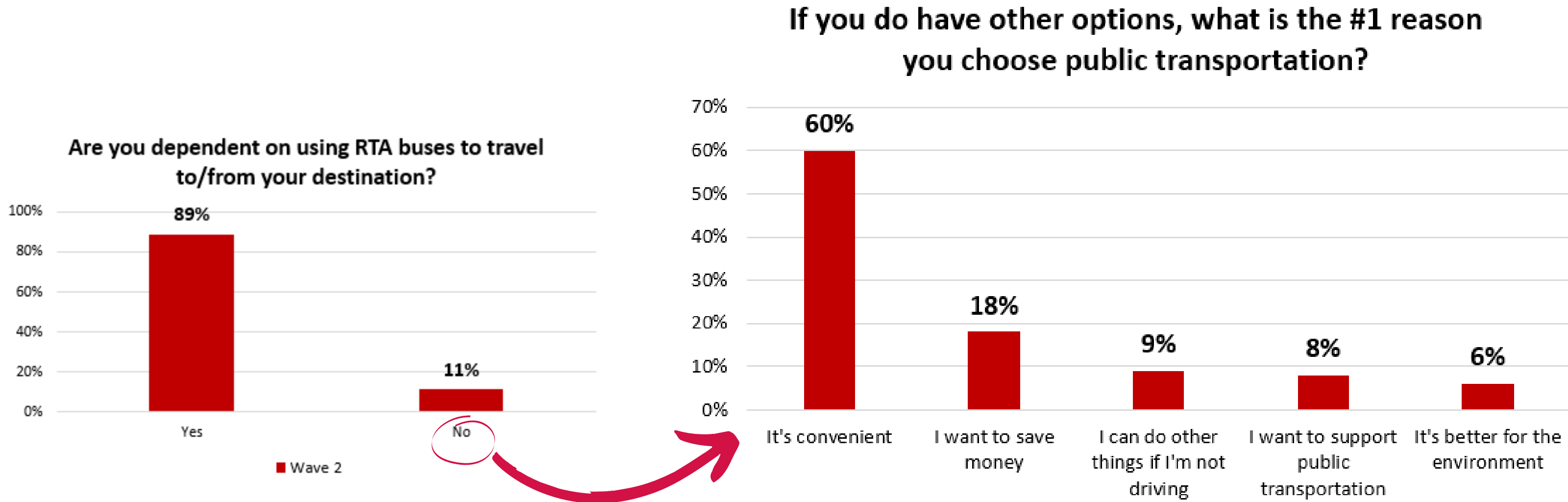




# Transit Dependence and Choice Riders



- 89% of BRT Customers are dependent on RTA buses for travel.
- Of the 11% of BRT Customers who have other transportation options, "It's convenient" (60%) is the primary reason for choosing to use RTA bus services.



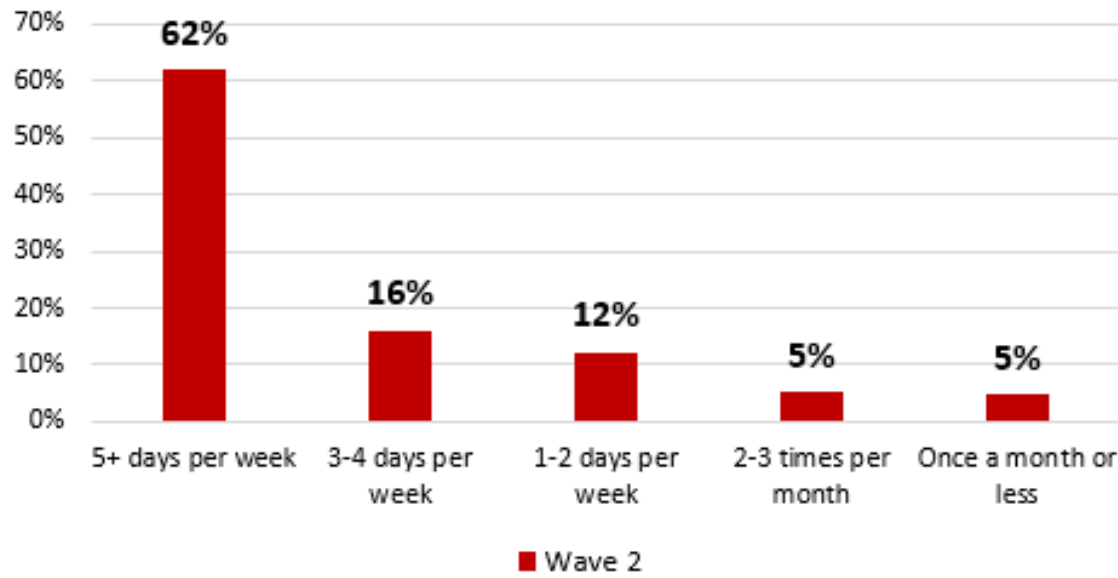


# Trip Frequency and Purpose

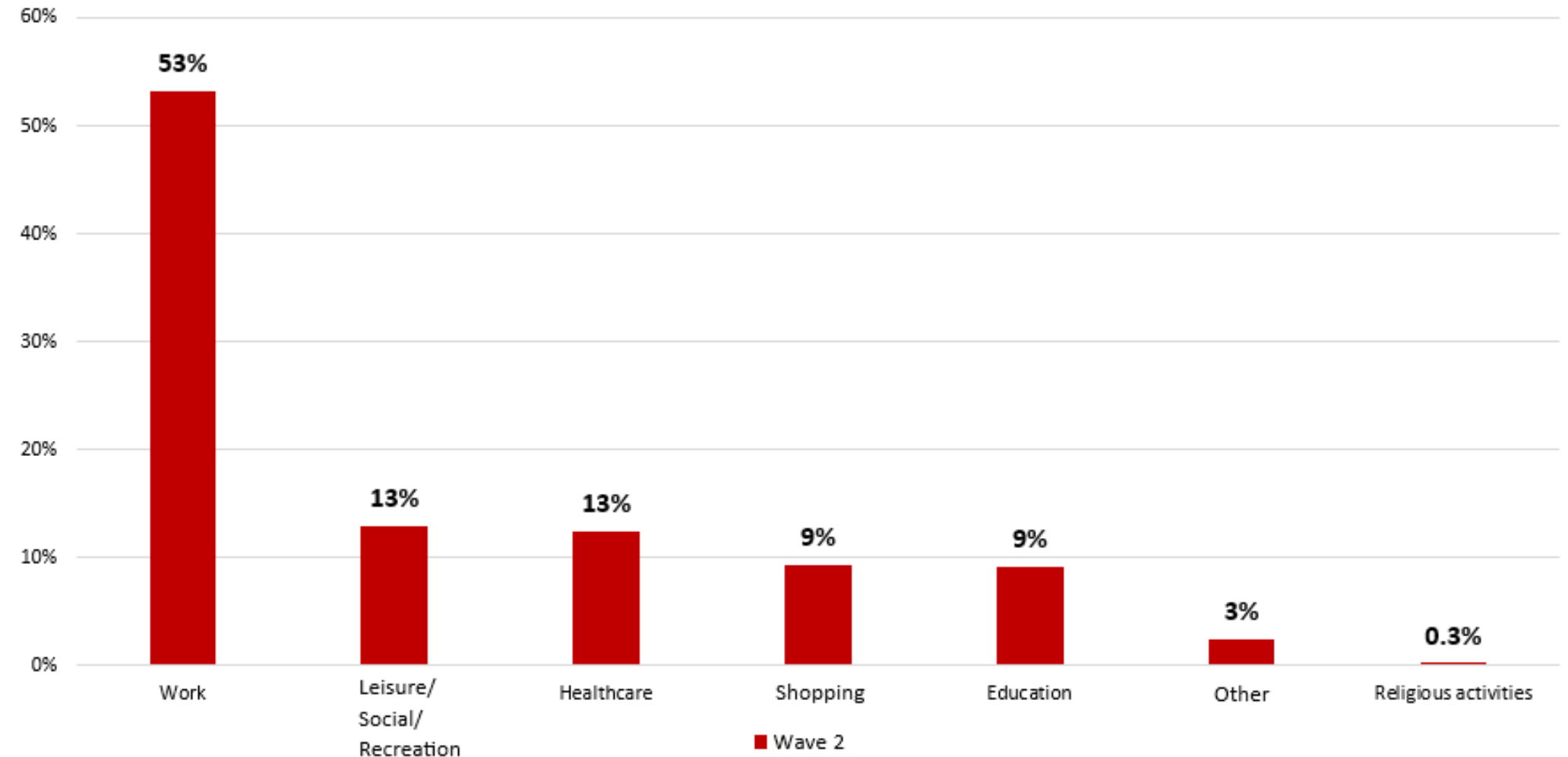


- BRT customers most often ride the bus 5+ days per week (62%) and 49% ride other RTA services 5+ days a week.
- BRT customers most frequently ride the bus for work (53%).

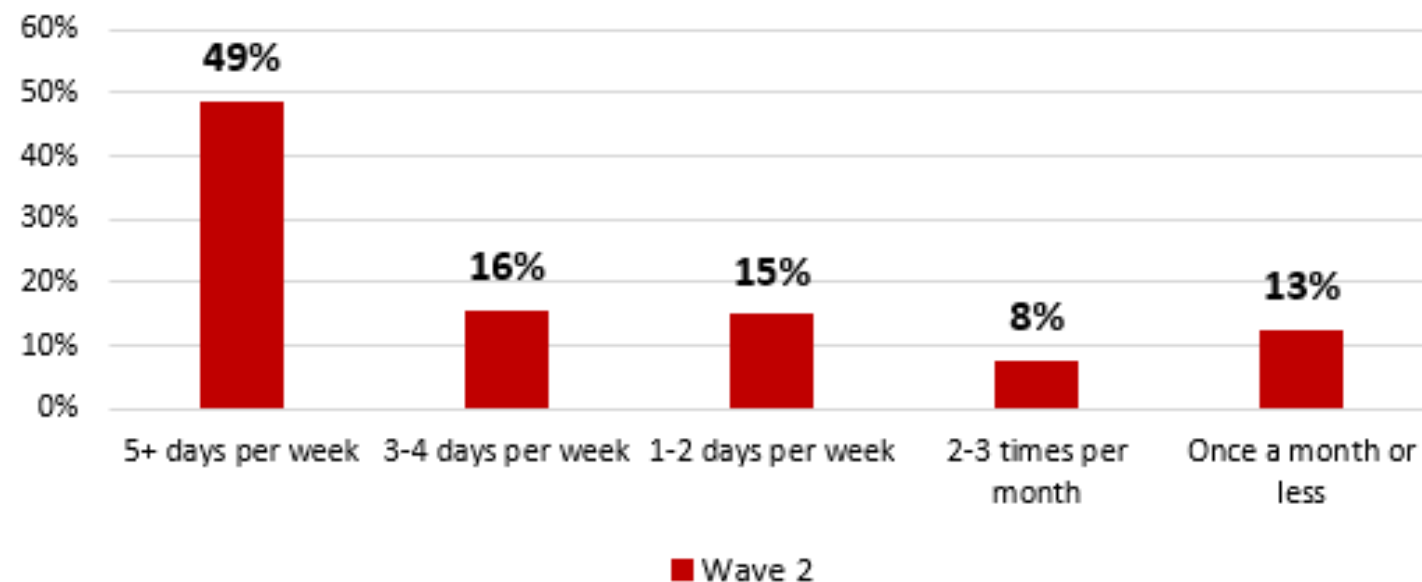
How often do you ride the bus?



Why are you taking this trip?



How often do you ride other RTA services such as the HealthLine, Red/Blue/Green Lines, or Paratransit?

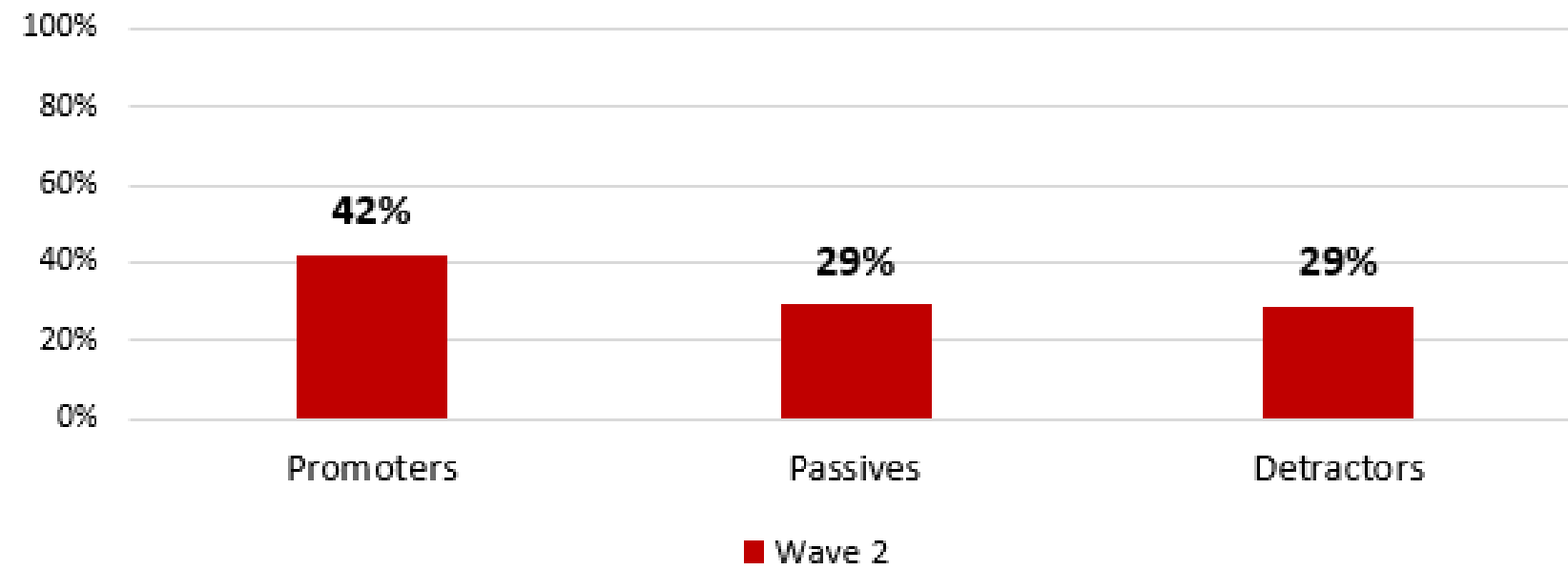




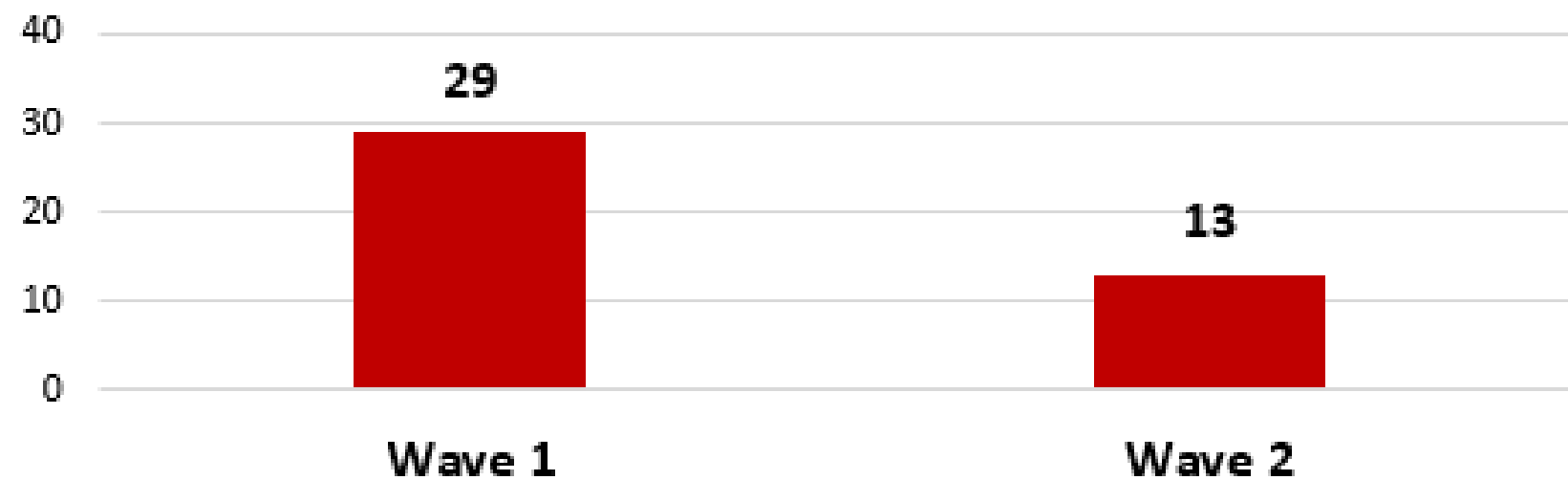
# Net Promoter Score (NPS)

## Bus Rapid Transit

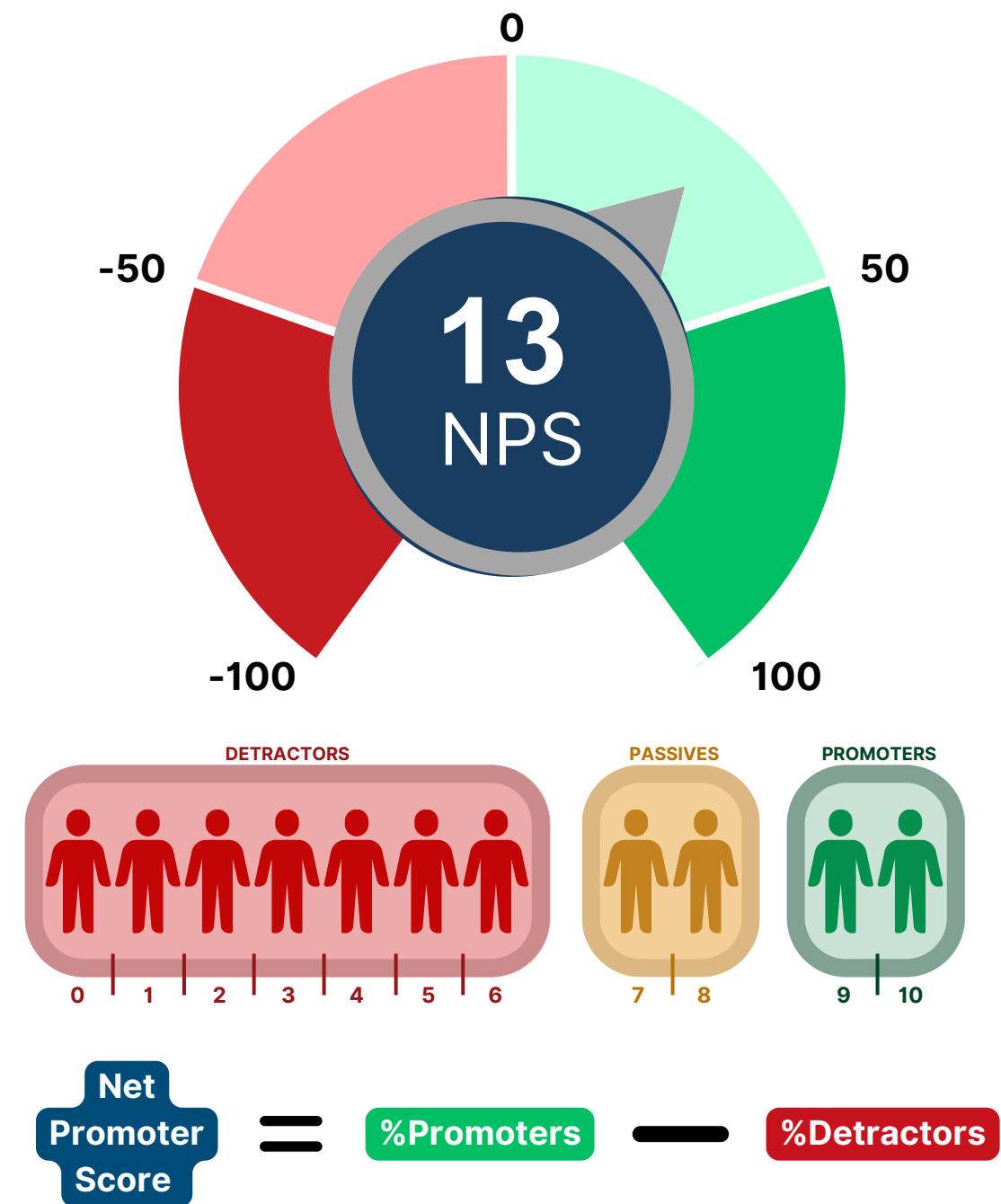
All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



### Net Promoter Score



RTA's BRT NPS is down 16 points since Wave 1 from 29 to 13.



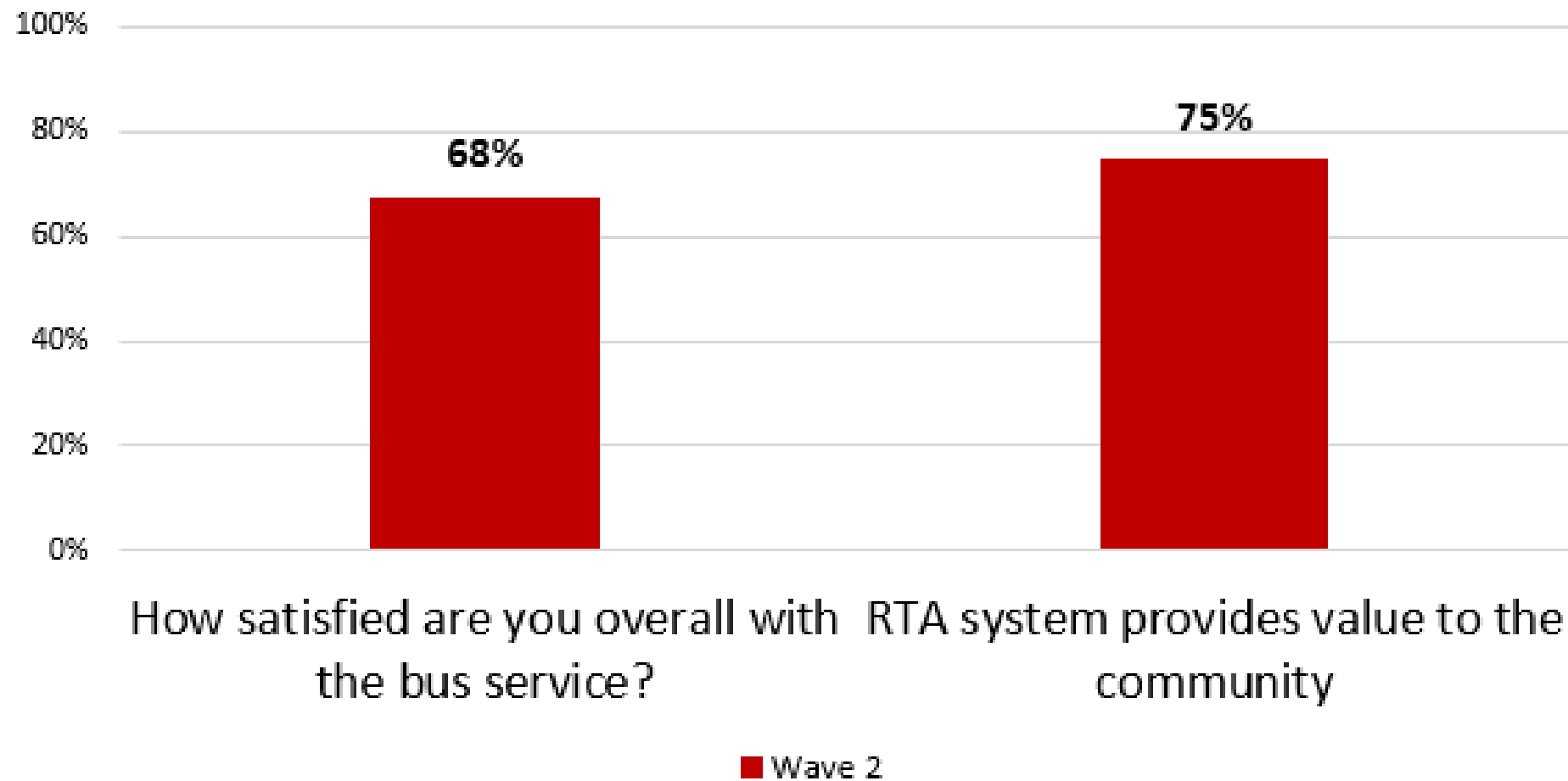


# Satisfaction and Community Value

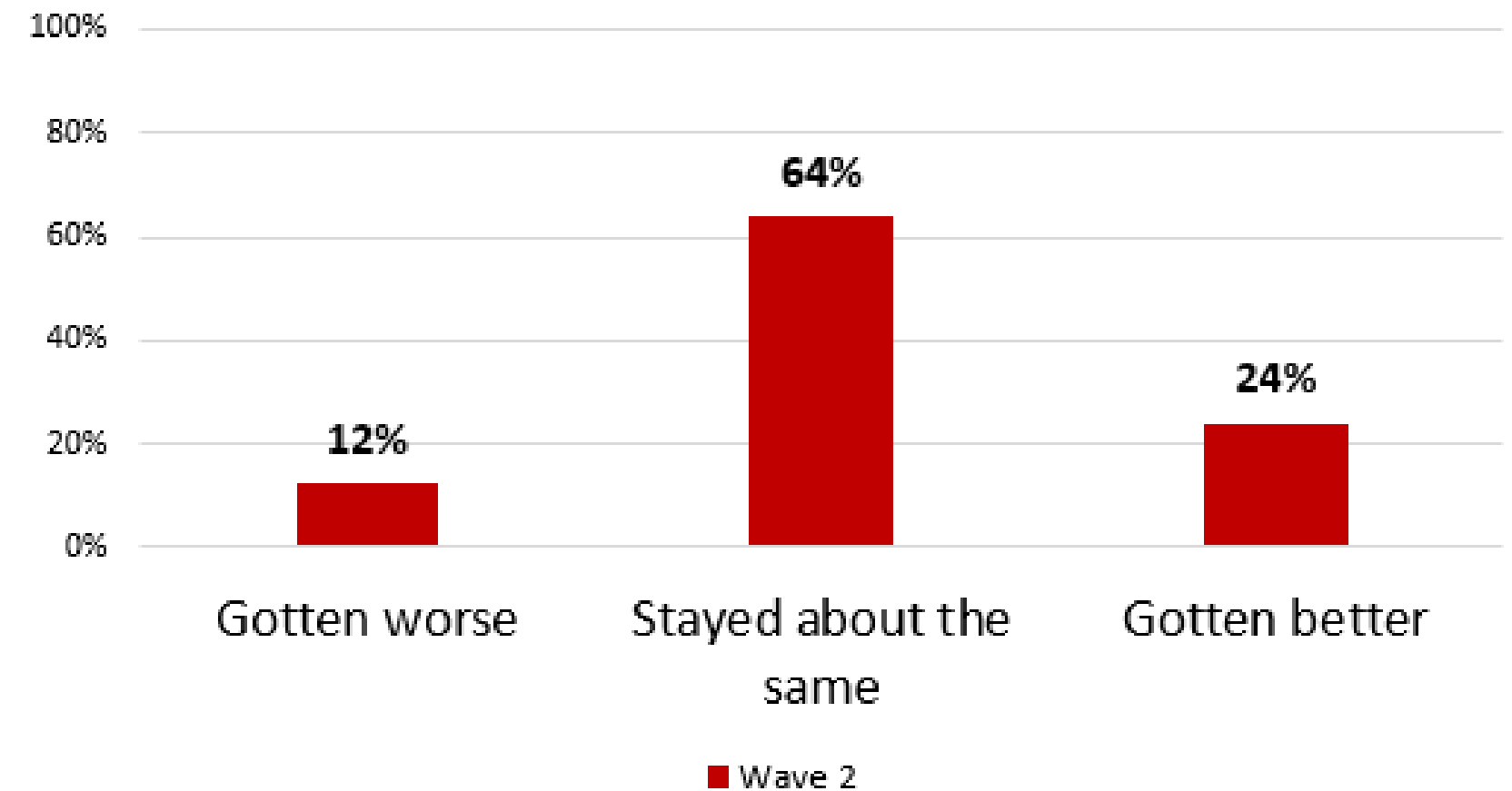


- 68% of BRT customers are satisfied overall with the bus service.
- 75% of BRT customers believe the RTA system provides value to the community.
- In the past year, 24% of BRT customers believe the bus service has gotten better.

Overall Satisfaction | Community Value



In the past year, the bus service has:





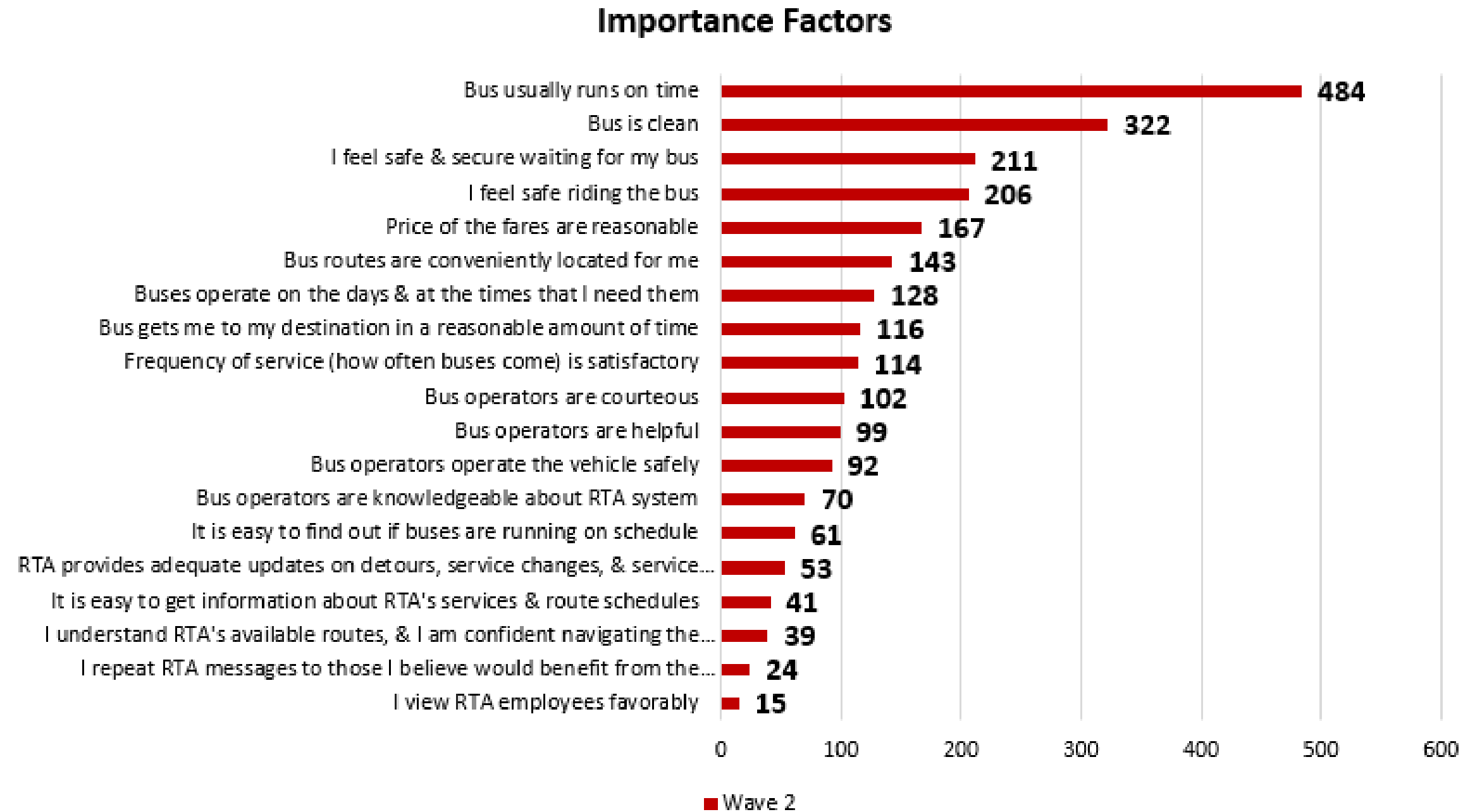
# Customer Importance Factors

*Bus Rapid Transit*



# Top Customer Importance Factors

- The top three importance factors to BRT customers are buses running on time (484), cleanliness (322), and feeling of safety while waiting (211).

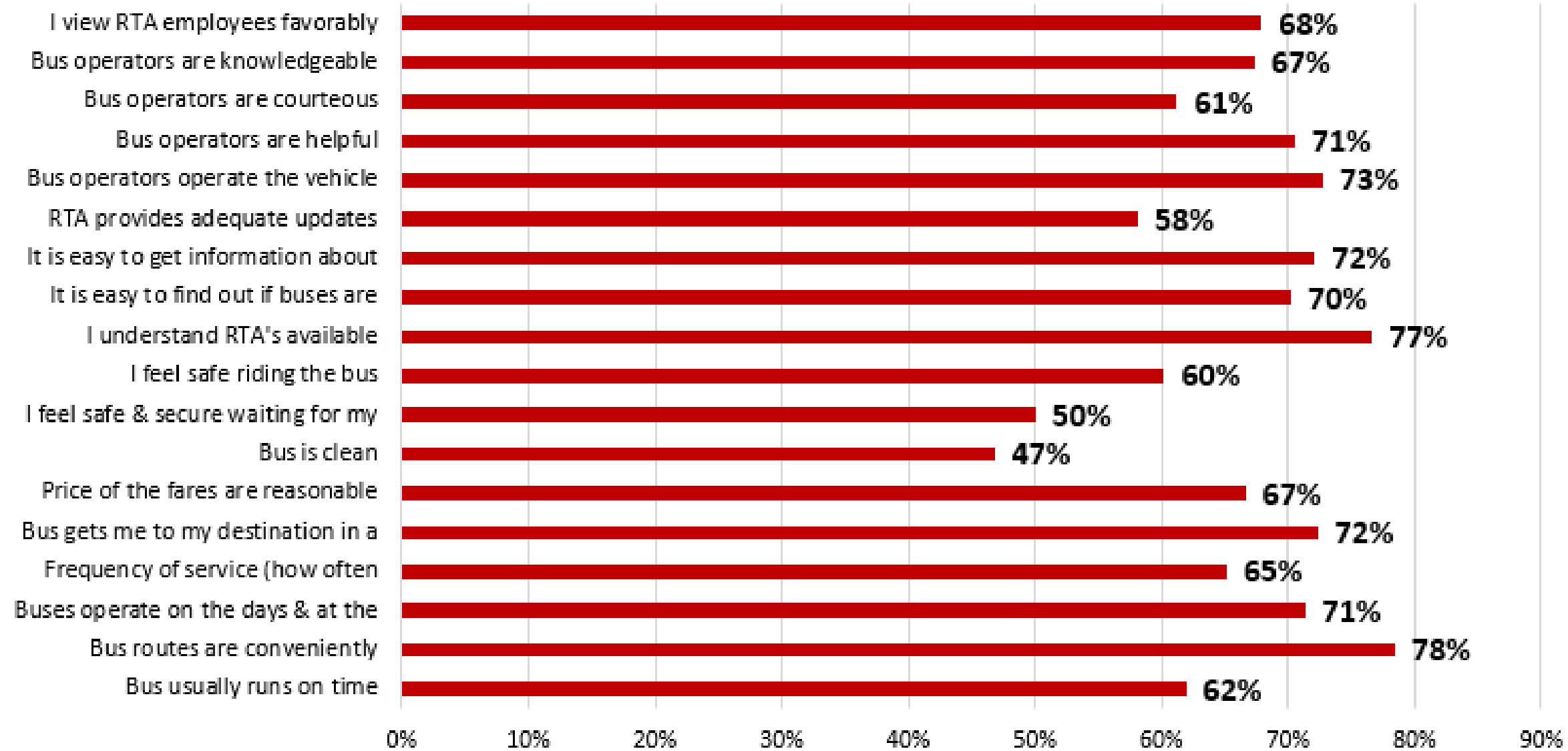




# Level of Agreement



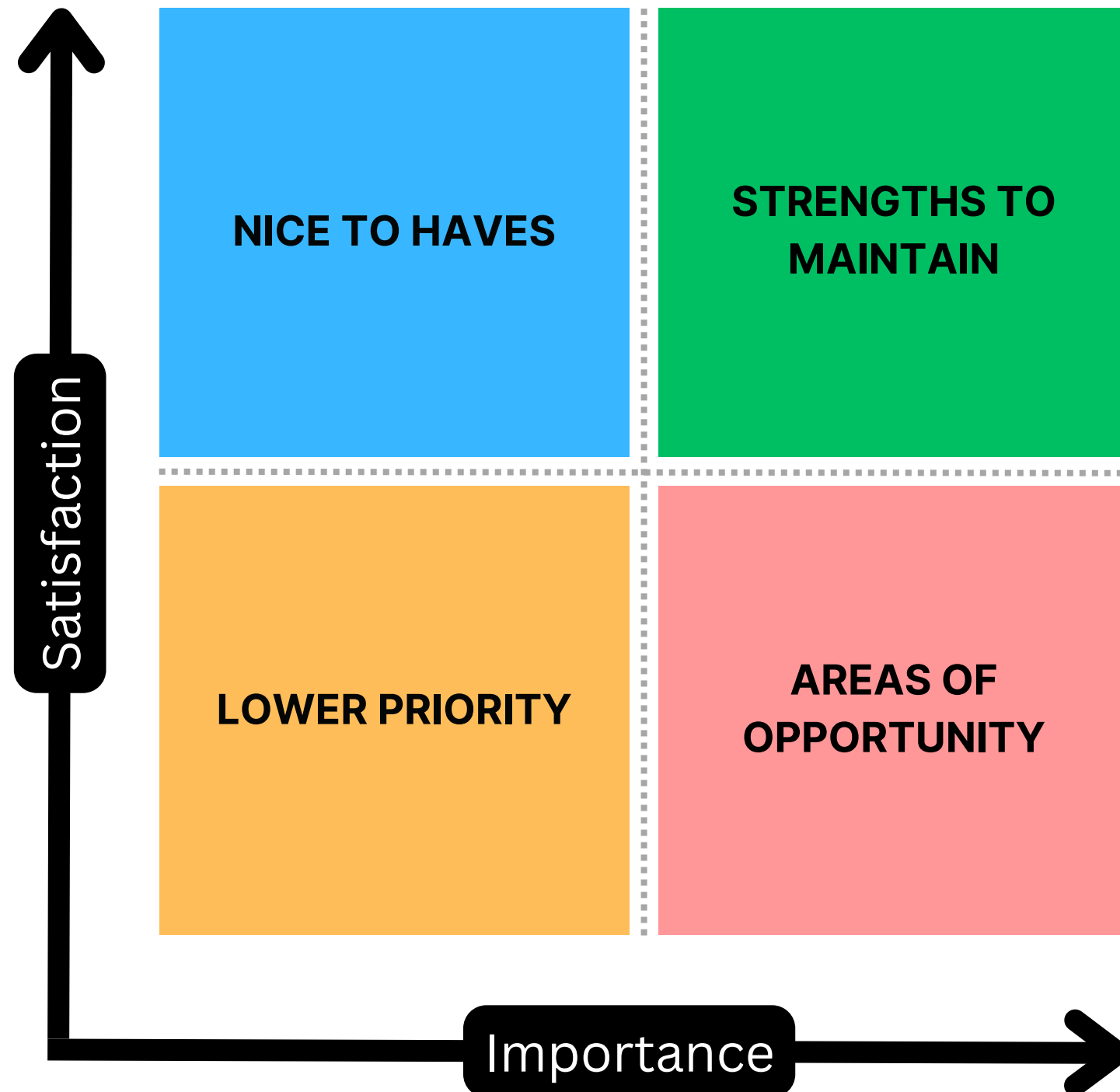
## BRT



# Key Driver Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

## Satisfaction vs. Importance



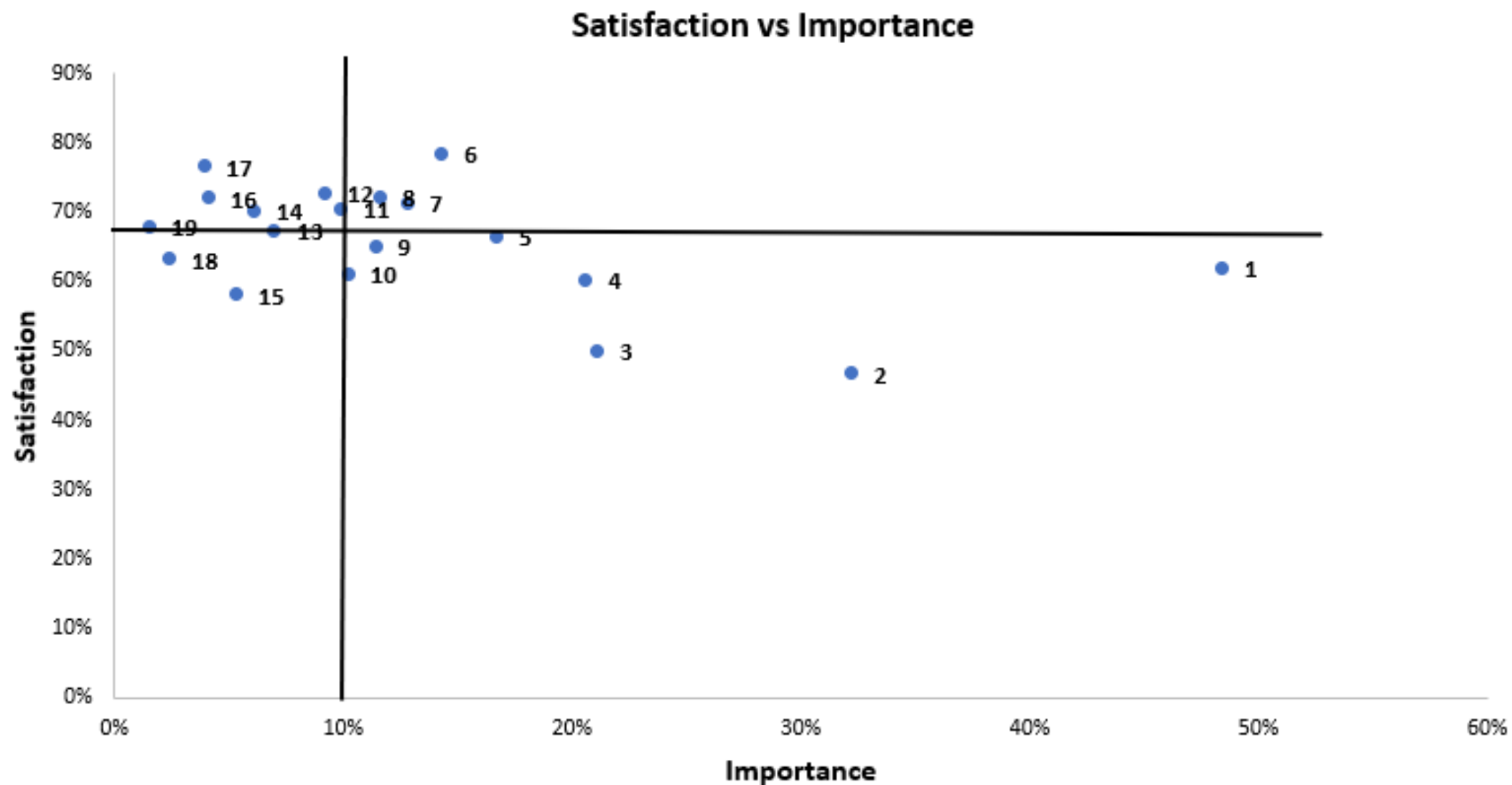
1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

# Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.

Nice to Haves

Strengths to Maintain



Lower Priority

Areas of Opportunity

## Legend

1. Bus usually runs on time
2. Bus is clean
3. I feel safe & secure waiting for my bus
4. I feel safe riding the bus
5. Price of the fares are reasonable
6. Bus routes are conveniently located for me
7. Buses operate on the days & at the times that I need them
8. Bus gets me to my destination in a reasonable amount of time
9. Frequency of service (how often buses come) is satisfactory
10. Bus operators are courteous
11. Bus operators are helpful
12. Bus operators operate the vehicle safely
13. Bus operators are knowledgeable about RTA system
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16. It is easy to get information about RTA's services & route schedules
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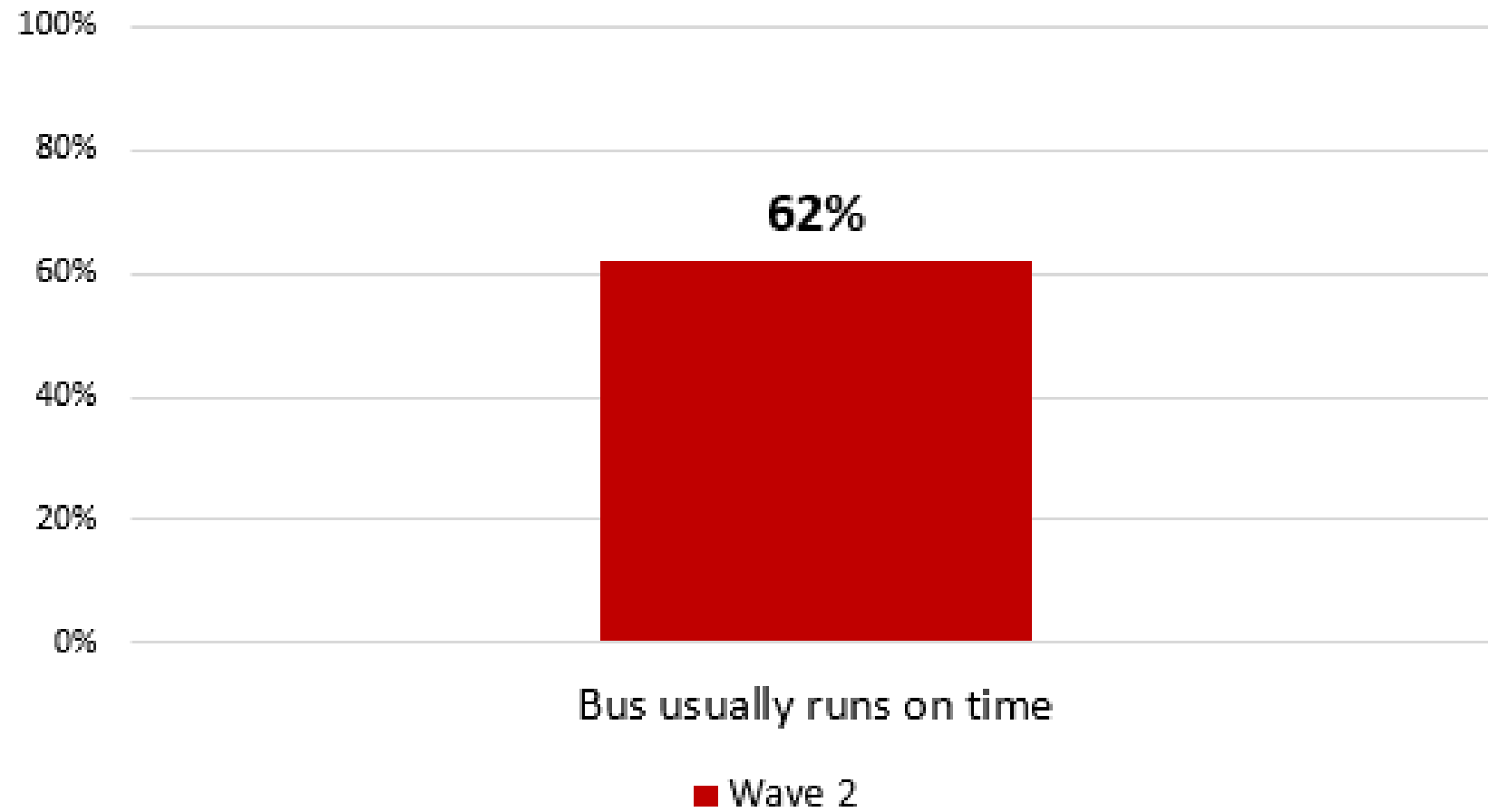


# On-Time Performance

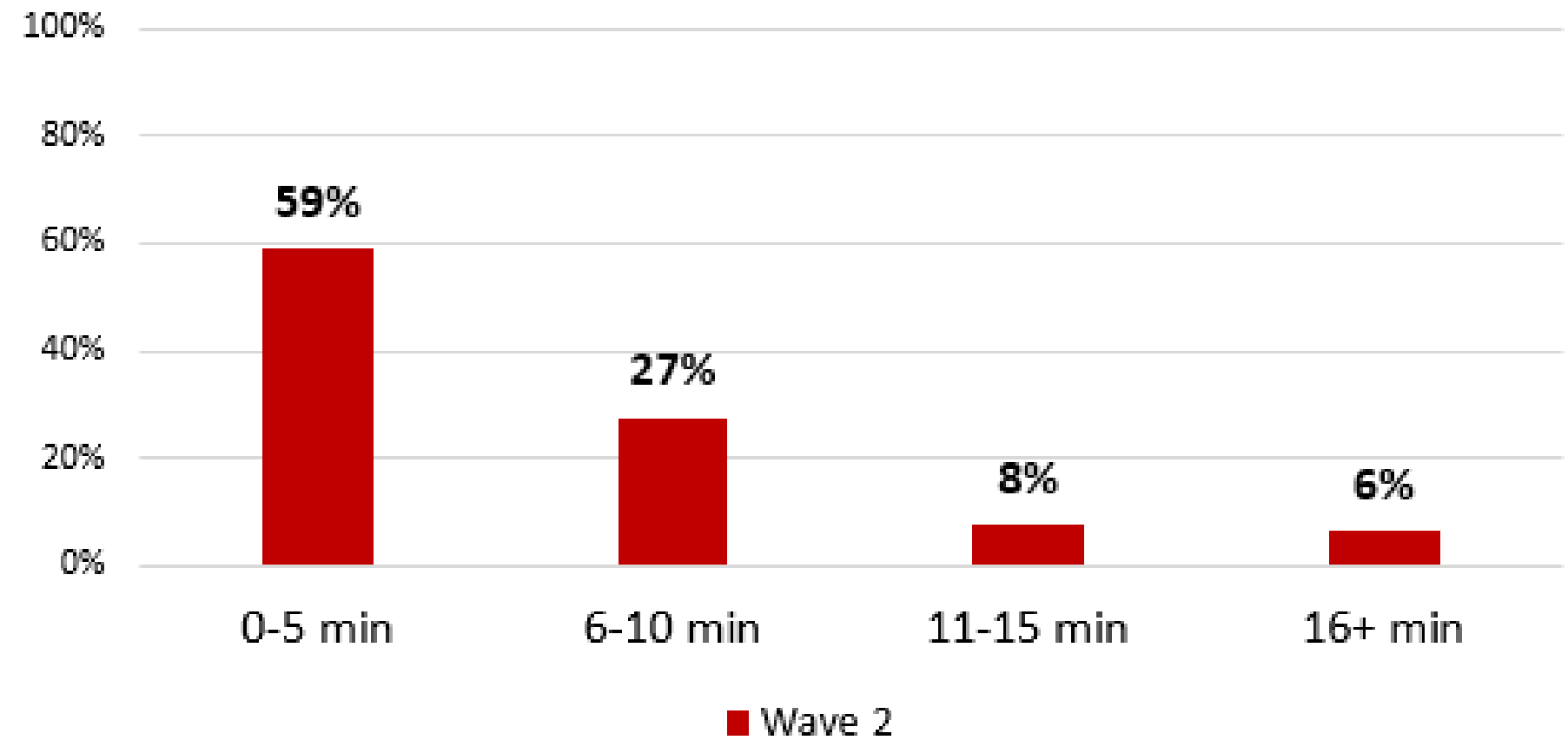


- 62% of BRT customers are satisfied with the On-Time Performance.
- 59% of BRT customers believe it is acceptable for the bus to arrive 0 to 5-minutes beyond its scheduled time.

On-Time Performance



How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?



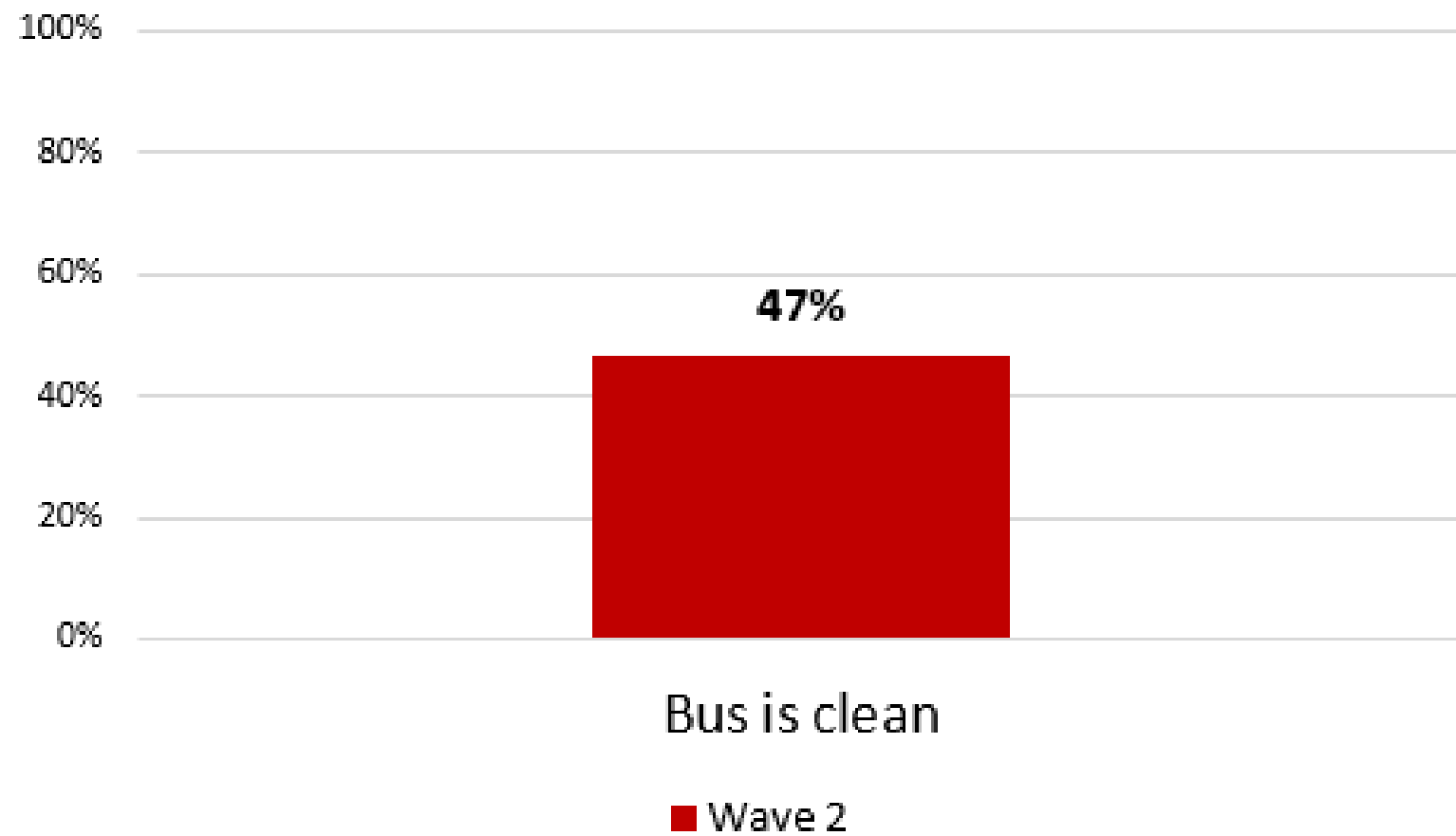


# Cleanliness of Buses

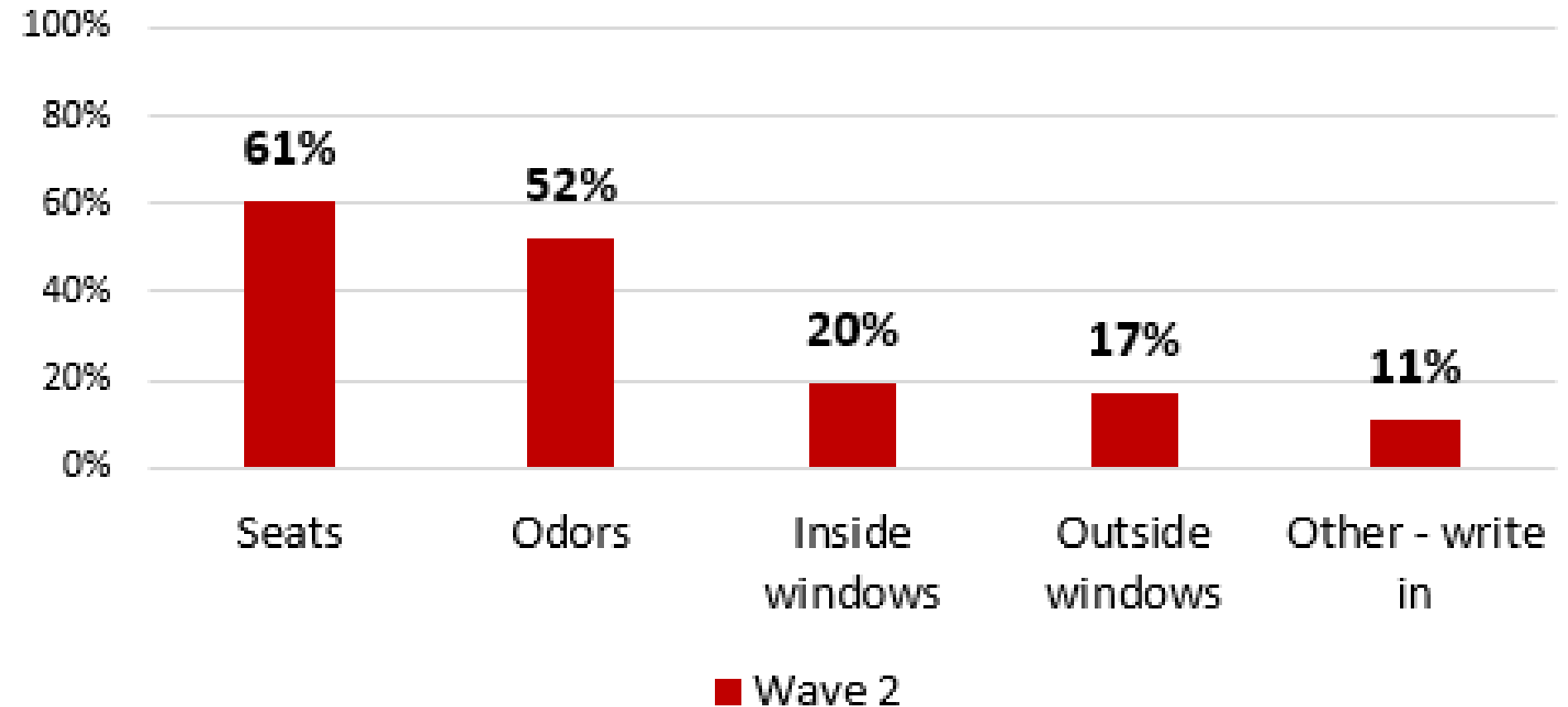


- 47% of BRT customers are satisfied with the cleanliness of buses.
- BRT customers think focusing on seats (61%) and odors (52%) would improve their satisfaction with bus cleanliness. 23% of write-in answers were "Floors."

Cleanliness of Buses



Which areas would you like RTA to focus on to improve your satisfaction with bus cleanliness?



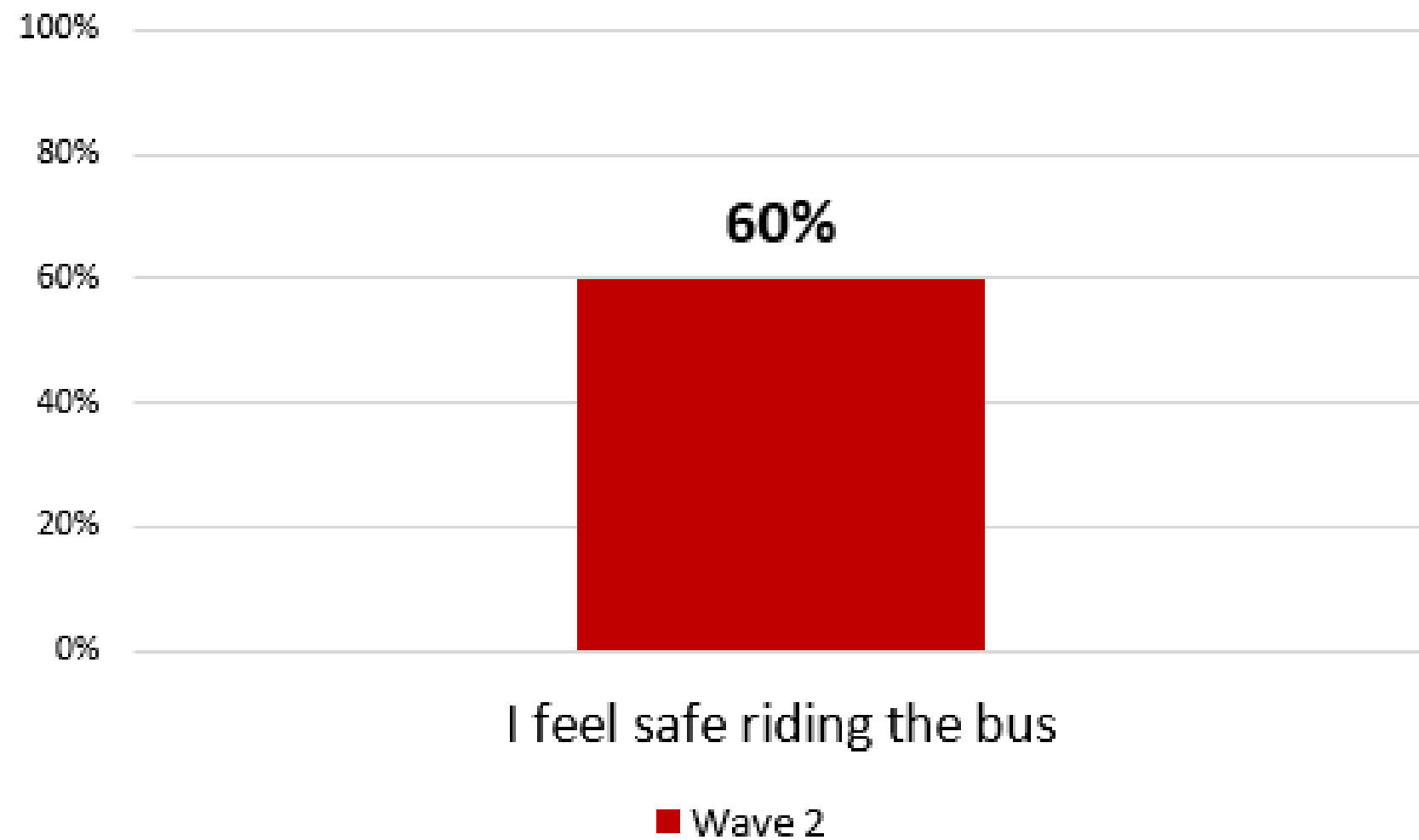


# Bus and Bus Stop Safety

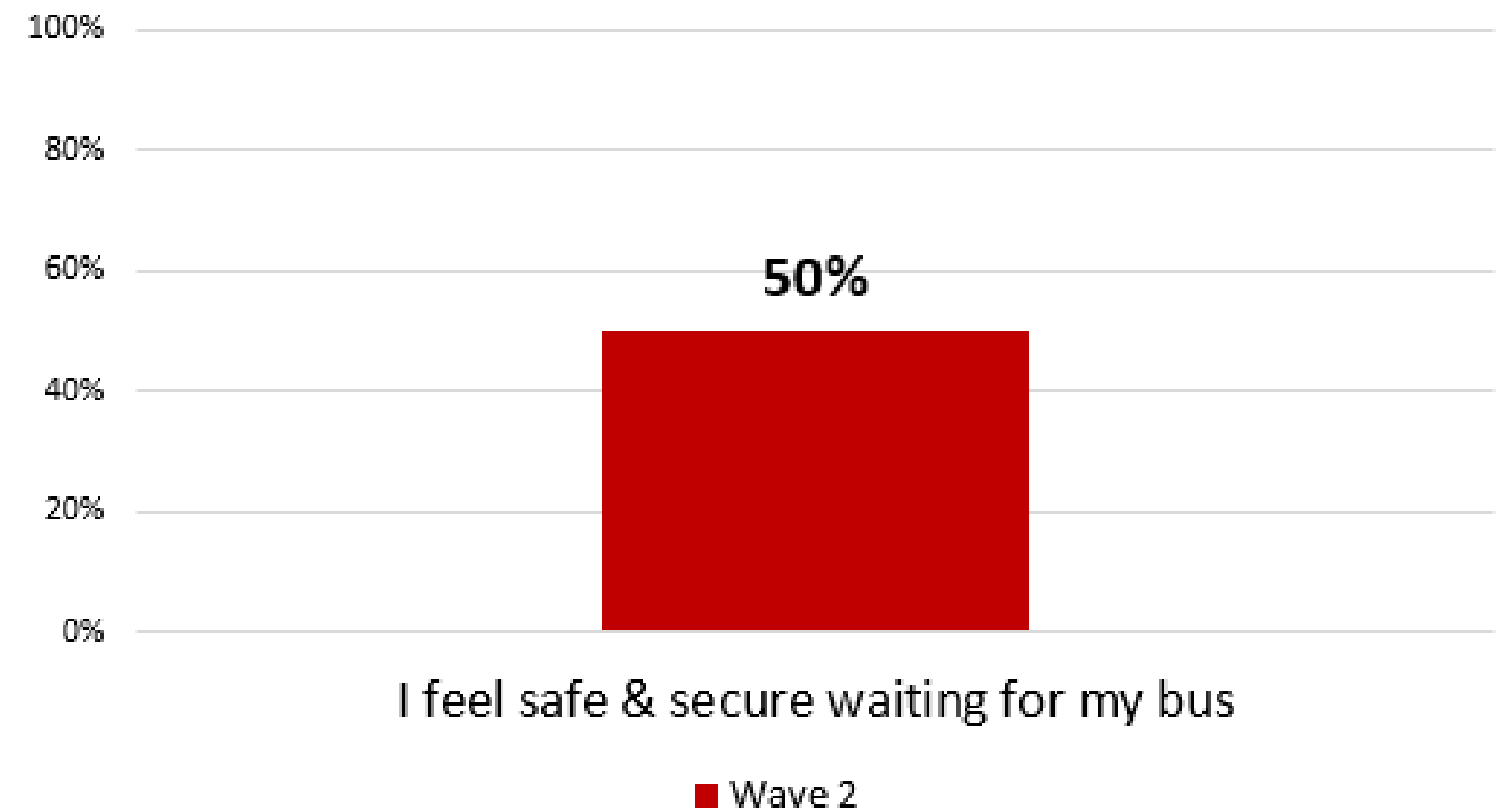


- 60% of BRT customers feel safe while riding the bus.
- 50% of BRT customers feel safe while waiting for the bus.

**Bus Safety**



**Bus Stop Safety**





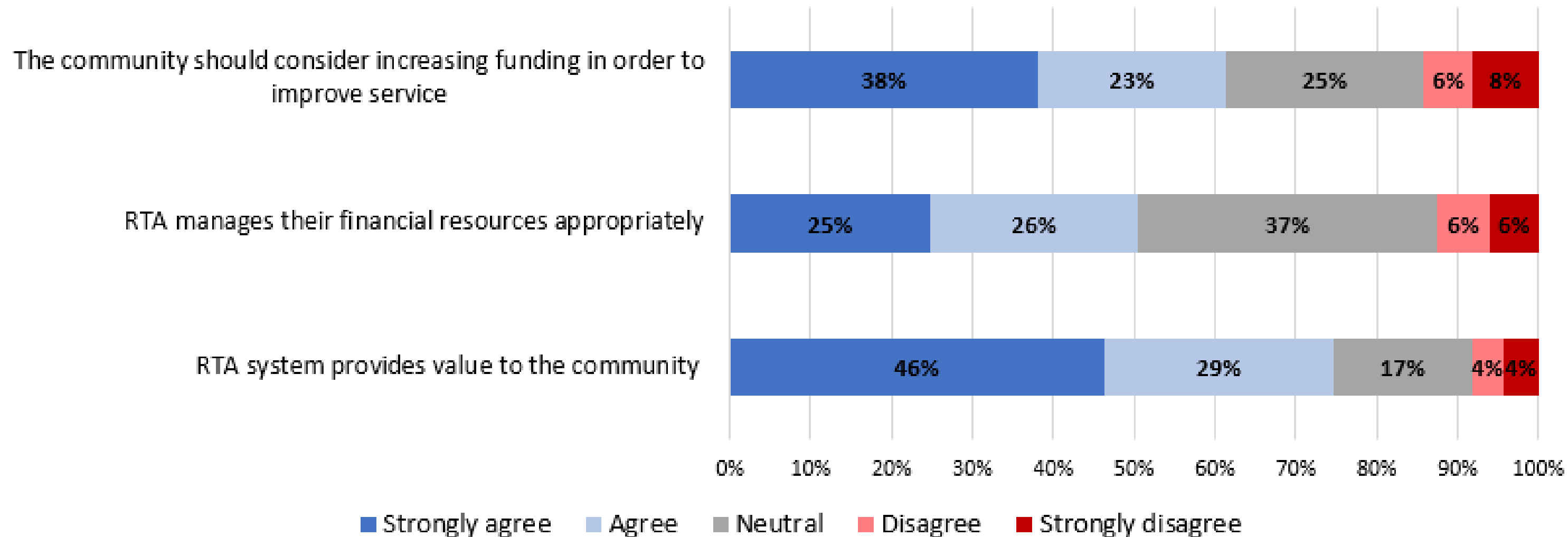


# Funding and Value



- 61% of BRT customers feel the community should consider increasing funding to improve service.
- 51% of BRT customers feel RTA manages financial resources appropriately

Please rate your agreement with these statements.



# **Customer Service**

*Bus Rapid Transit*

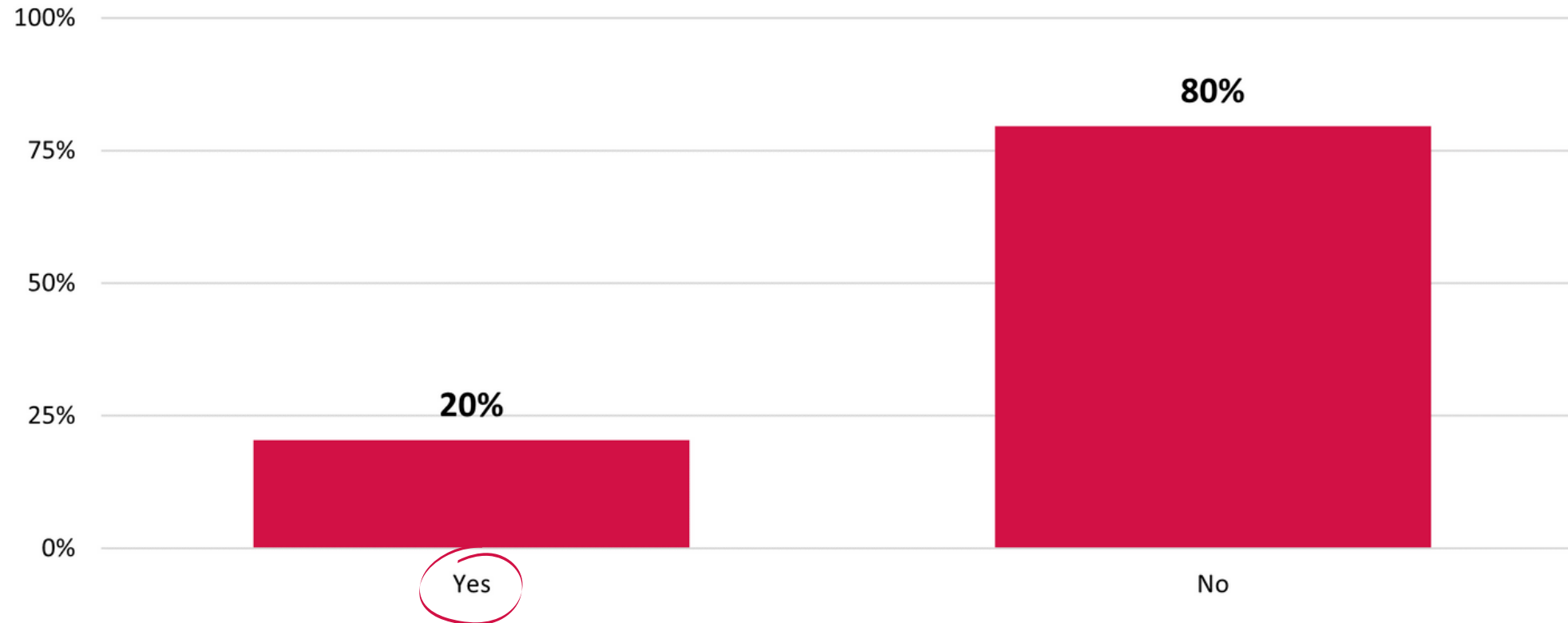


# Communications with Customer Service

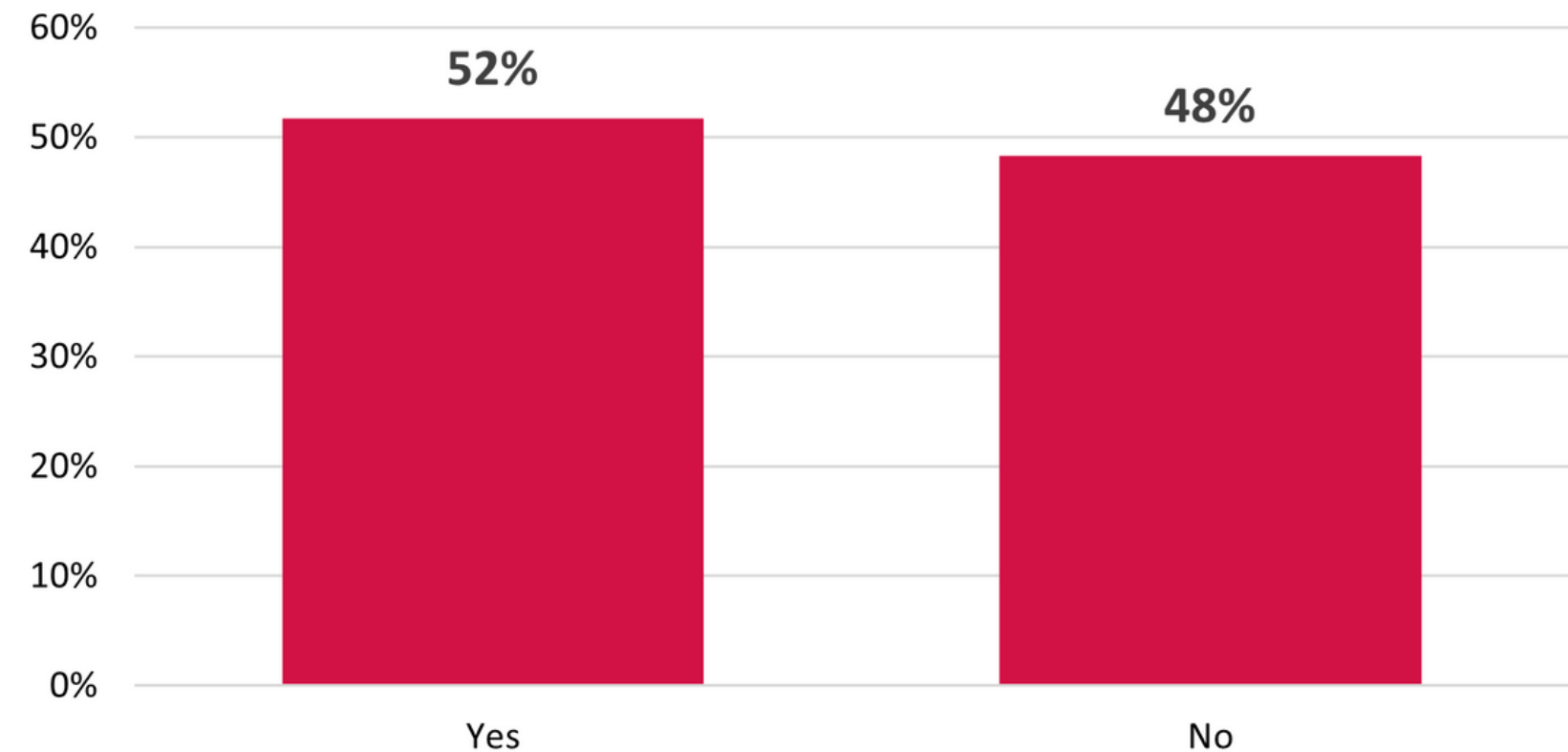


- 20% of BRT Customers have contacted RTA in the last 3 months.
- Of the 20% of BRT Customers who have contacted RTA, 52% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in last 3 months?



Was your issue resolved?



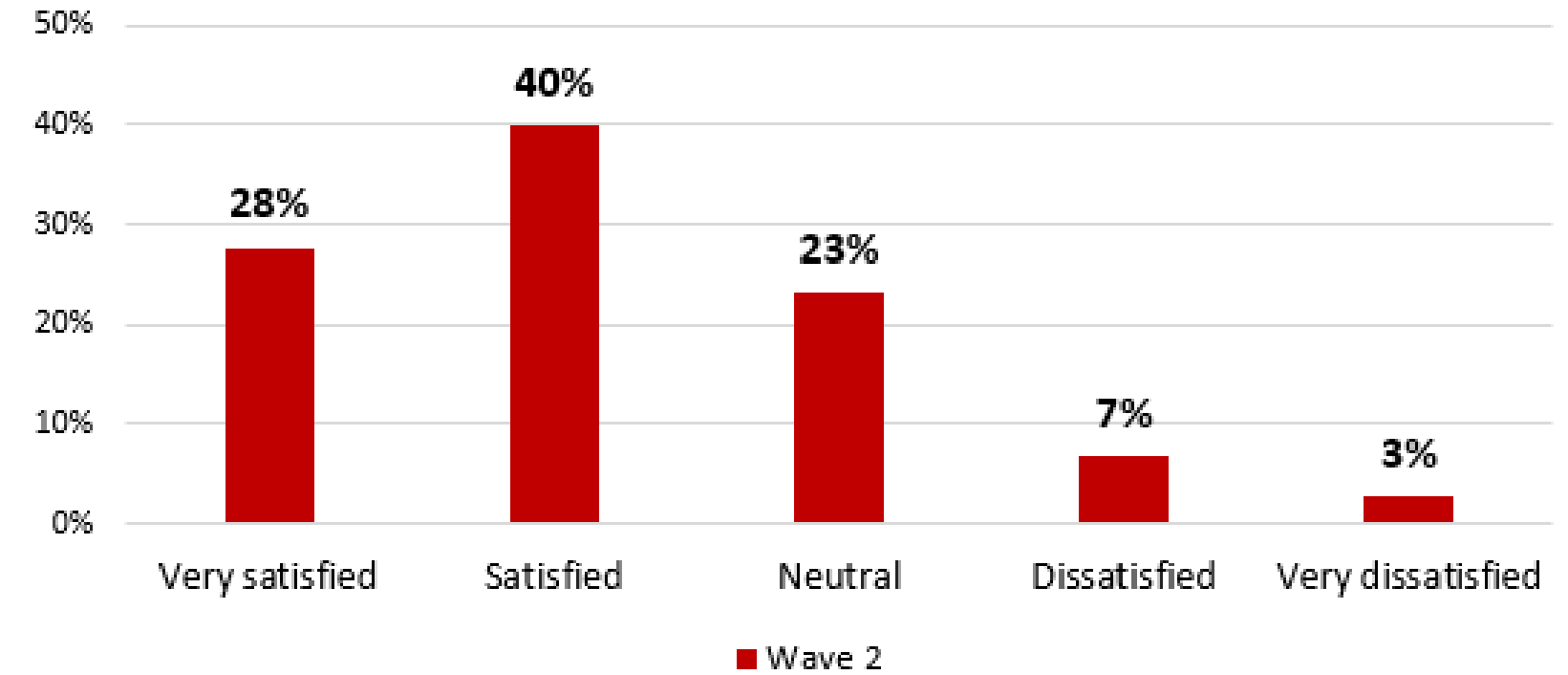


# Overall Communications

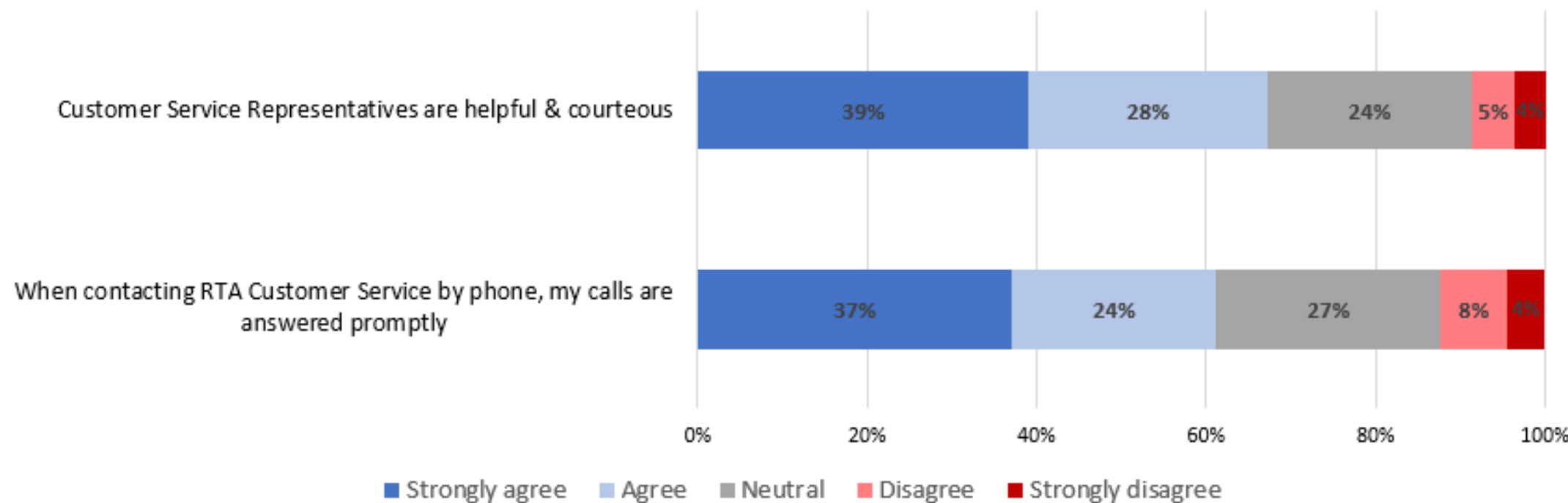


- 68% of BRT customers are satisfied with the overall quality of RTA communications material.
- 61% of BRT customers agree RTA Customer Service calls are answered promptly, and 67% agree that customer service representatives are helpful and courteous.

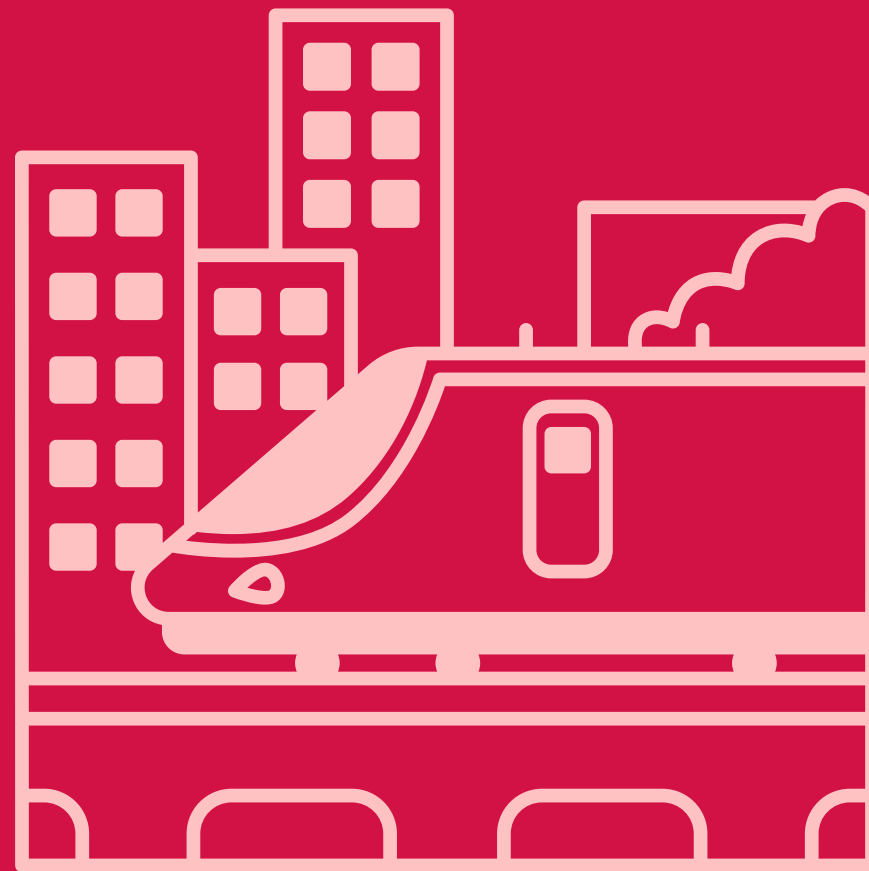
How satisfied are you with the overall quality of RTA communications material?



Please rate your agreement with the following statements.



# Rail



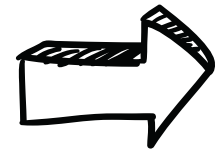


# Rail Train Results Overview

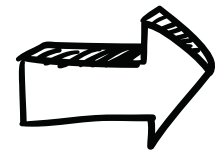
**2 out of 3** customers are satisfied with rail service.

**74%** of customers agree that the train usually runs on time.

## Customers are MOST satisfied with...



The train operators operate the vehicle safely (81%)

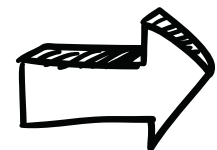


The train getting them to their destination in a reasonable amount of time (80%)

## Customers are LEAST satisfied with...



Cleanliness (45%)



Feeling of safety waiting for the train (57%)

## Top Most Important Elements of Rail Service to Customers...

1. On-time performance
2. Cleanliness
3. Safety while riding
4. Safety while waiting for the train

# Customer Characteristics

*Rail Train Service*

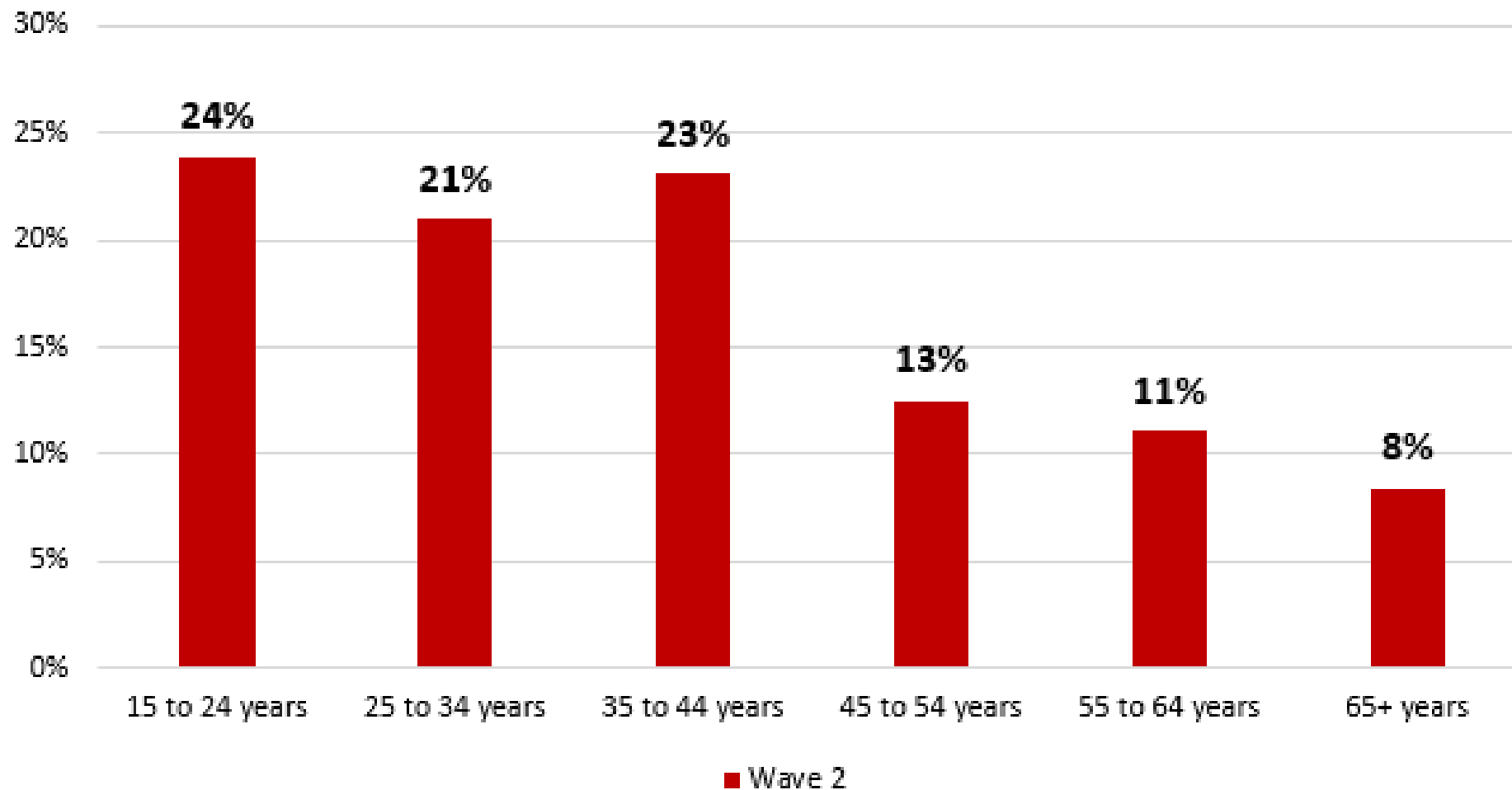


# Customer Characteristics

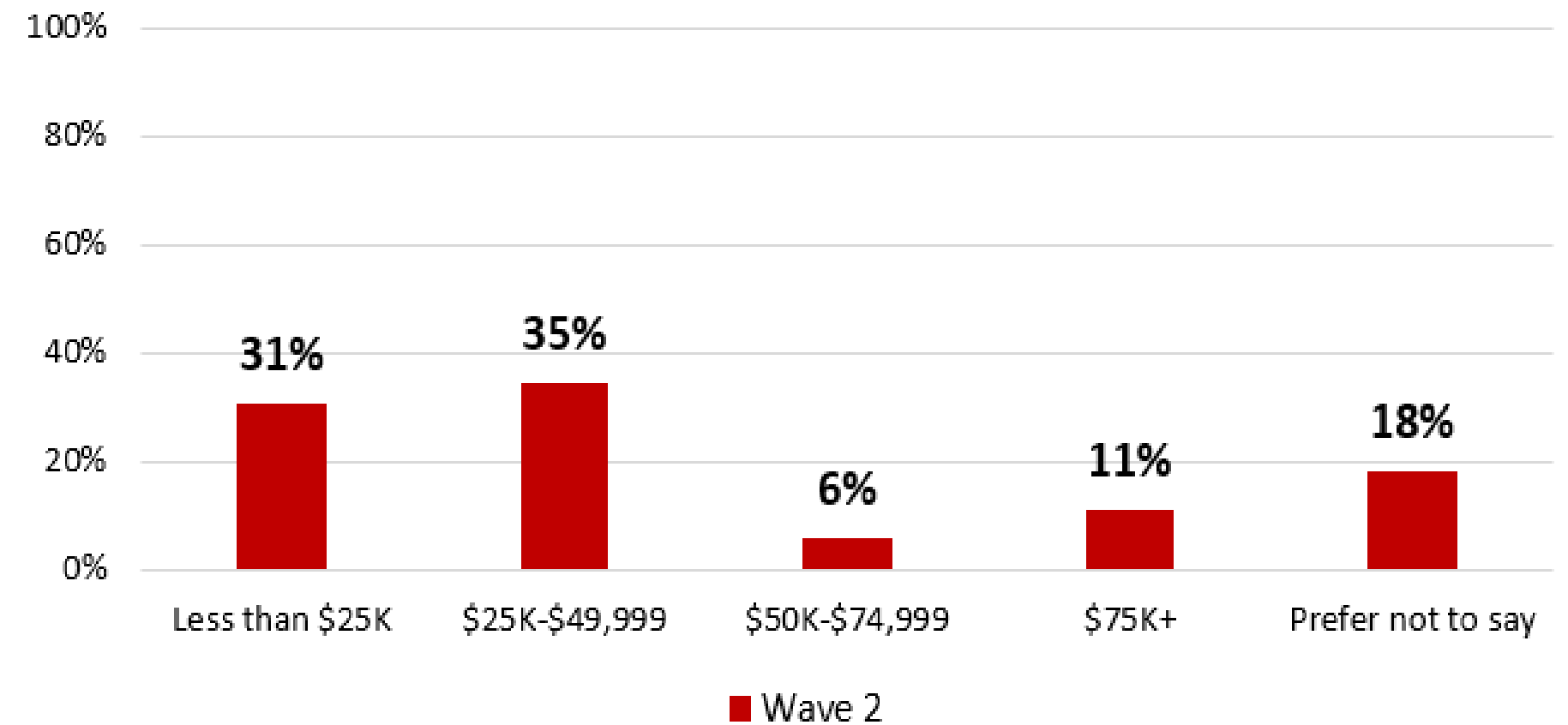


- 24% of rail customers are between 15 and 24 years old. 66% of rail customers make less than \$50,000.

What is your age?



What category best describes your total annual household income?





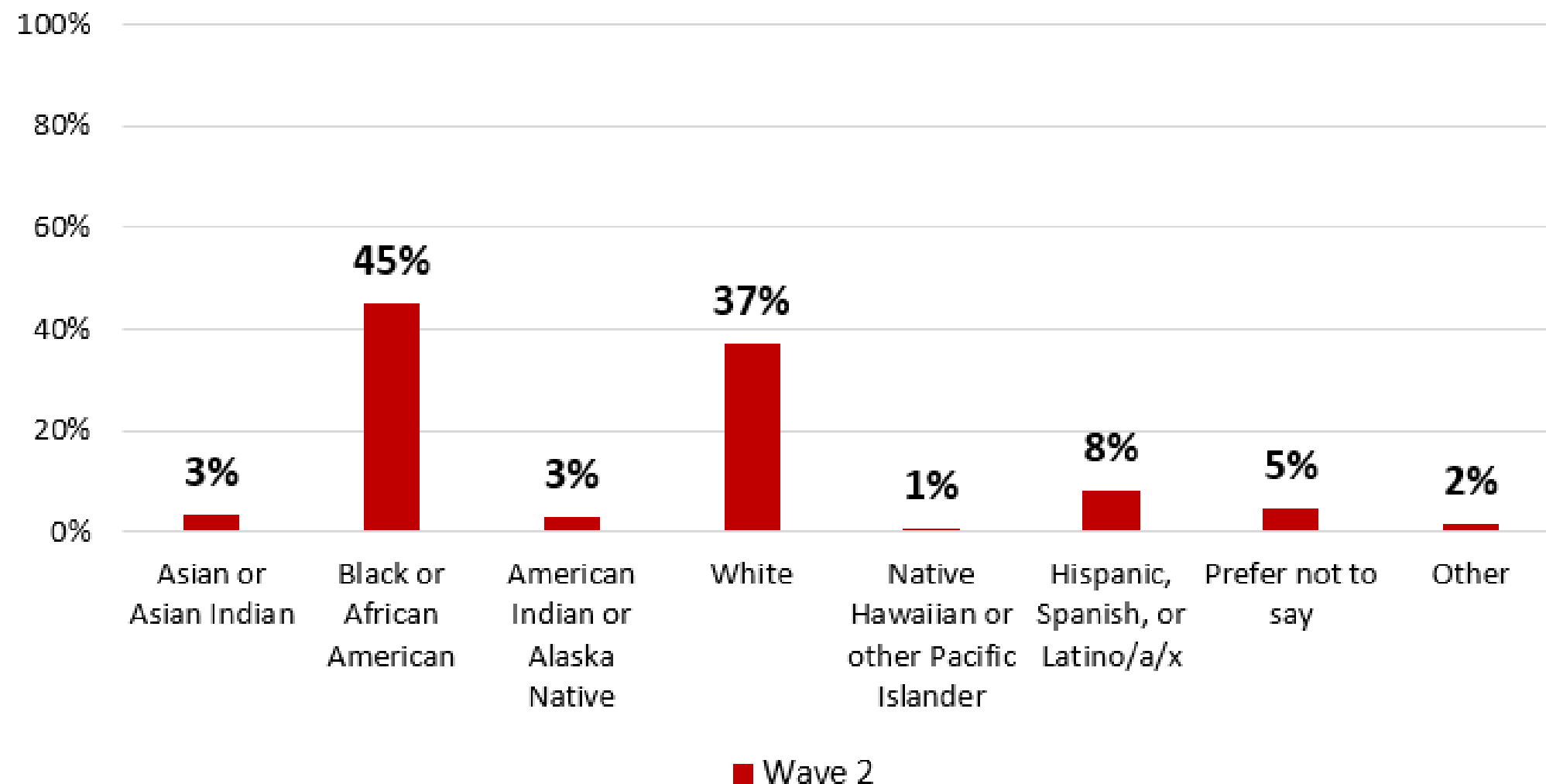


# Customer Characteristics

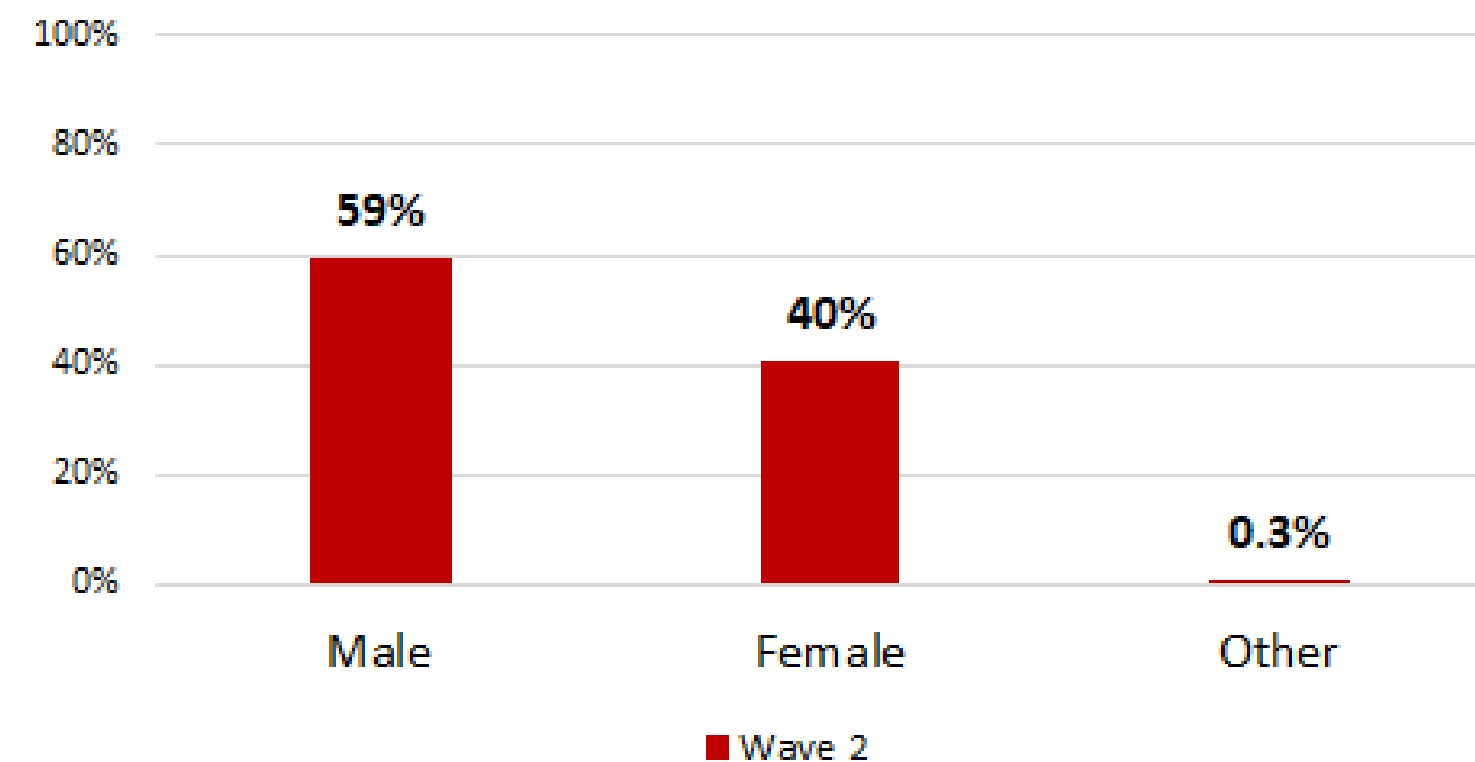


- The typical rail customer is a Black/African American (45%) male (59%).

What is your race/ethnicity?



What is your gender?



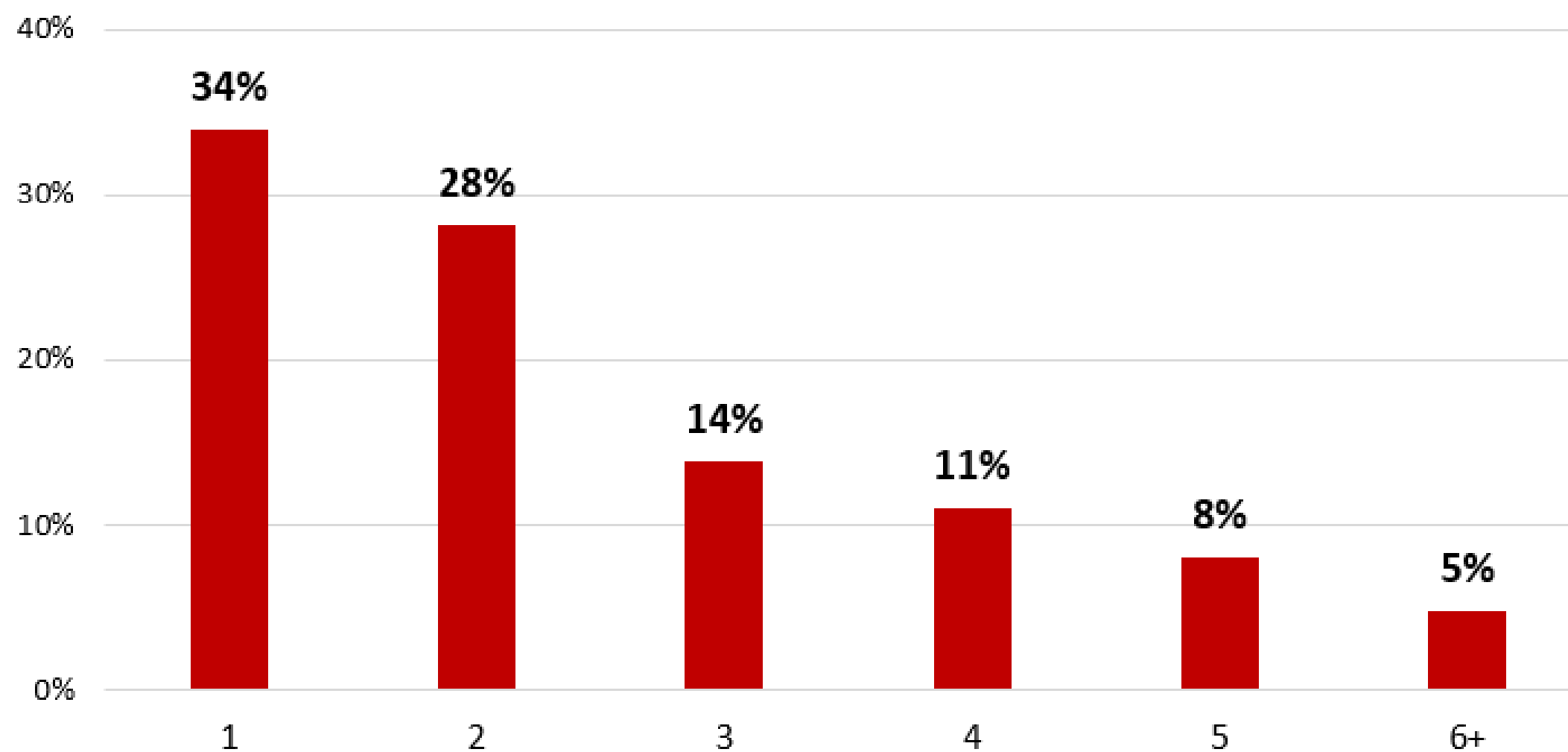


# Customer Characteristics



- The typical rail customer lives in a household with 2 or fewer people (62%).

Including yourself, how many people live in your household?

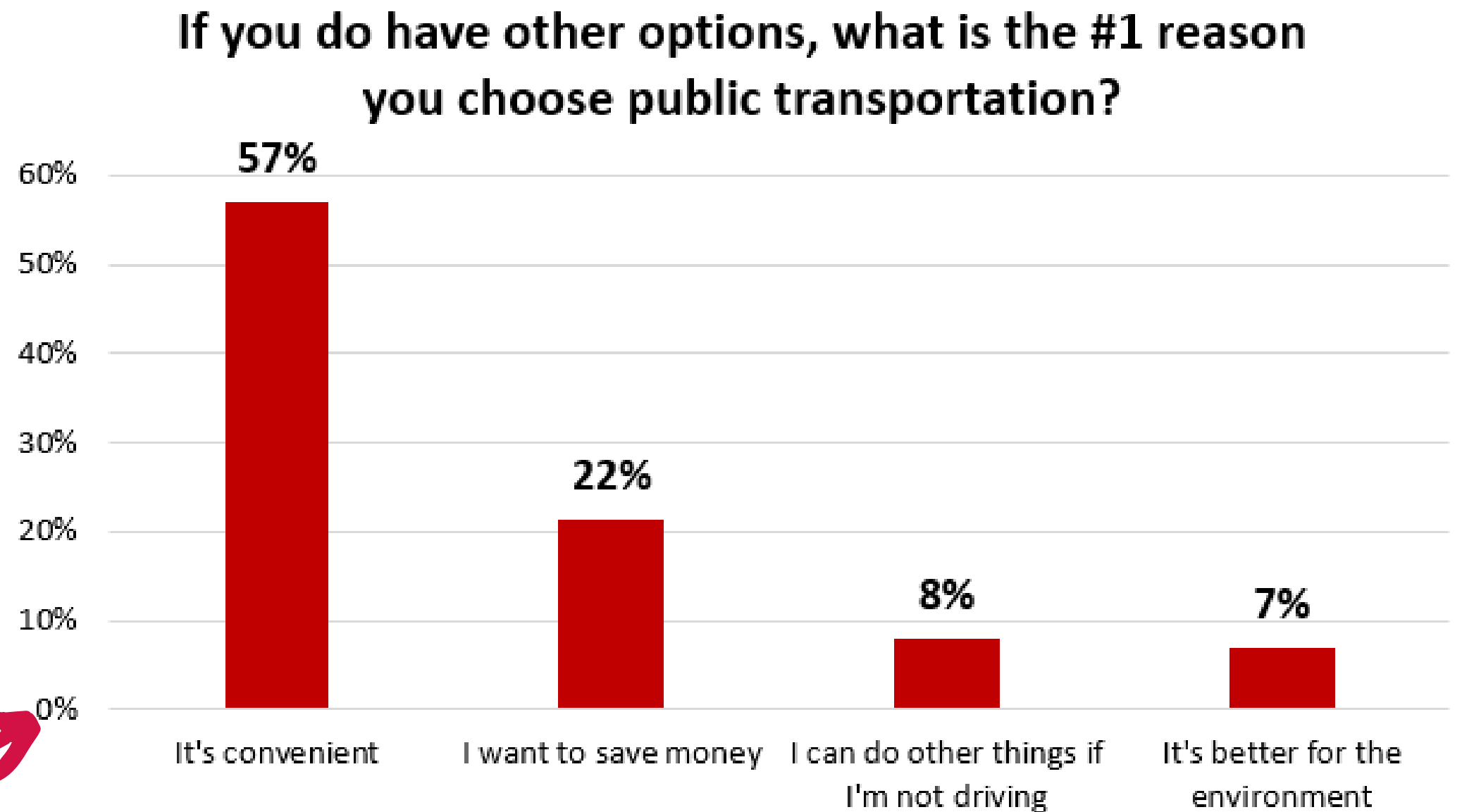
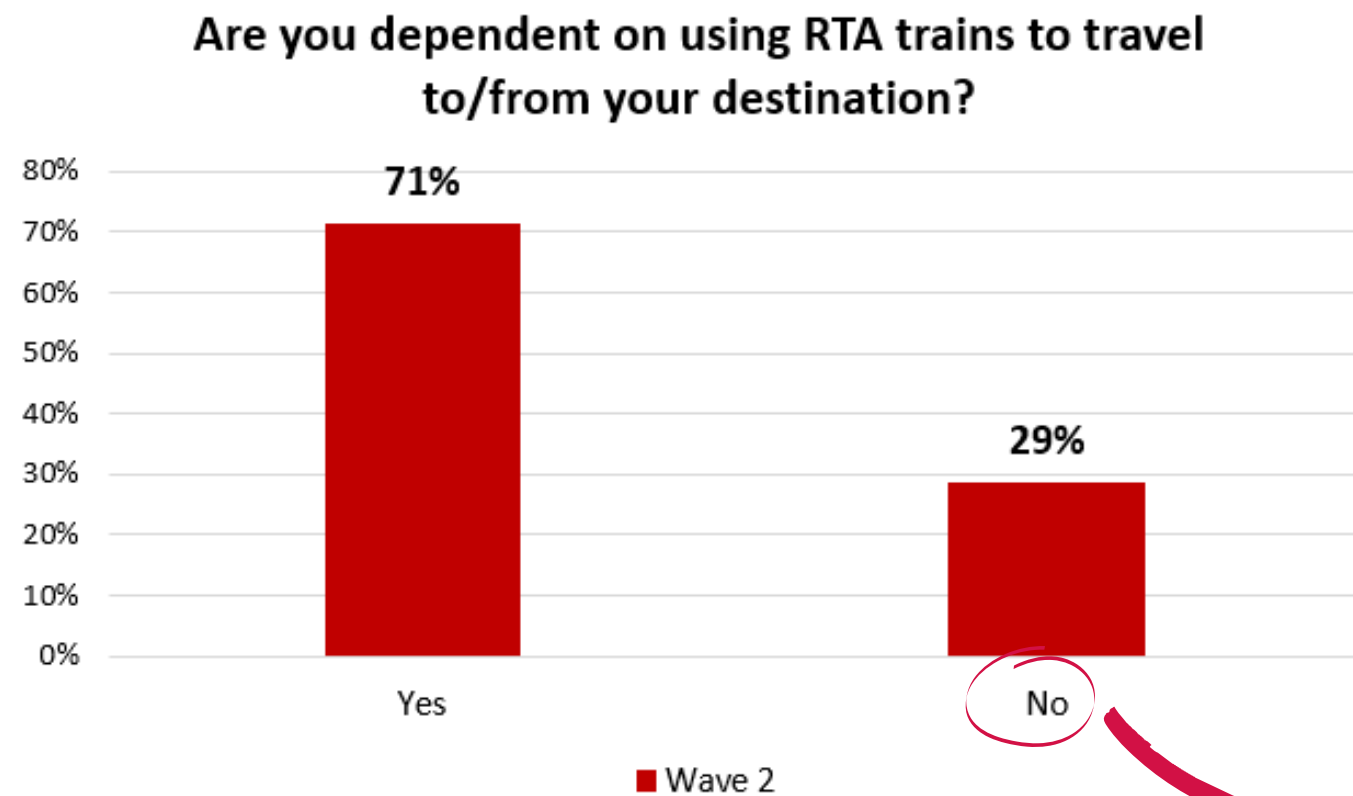




# Transit Dependence and Choice Riders



- 71% of rail customers are dependent on using rail train for travel.
- Of the 29% of rail customers who have other transportation options, "It's convenient" (57%) is the primary reason for choosing to use rail train services.

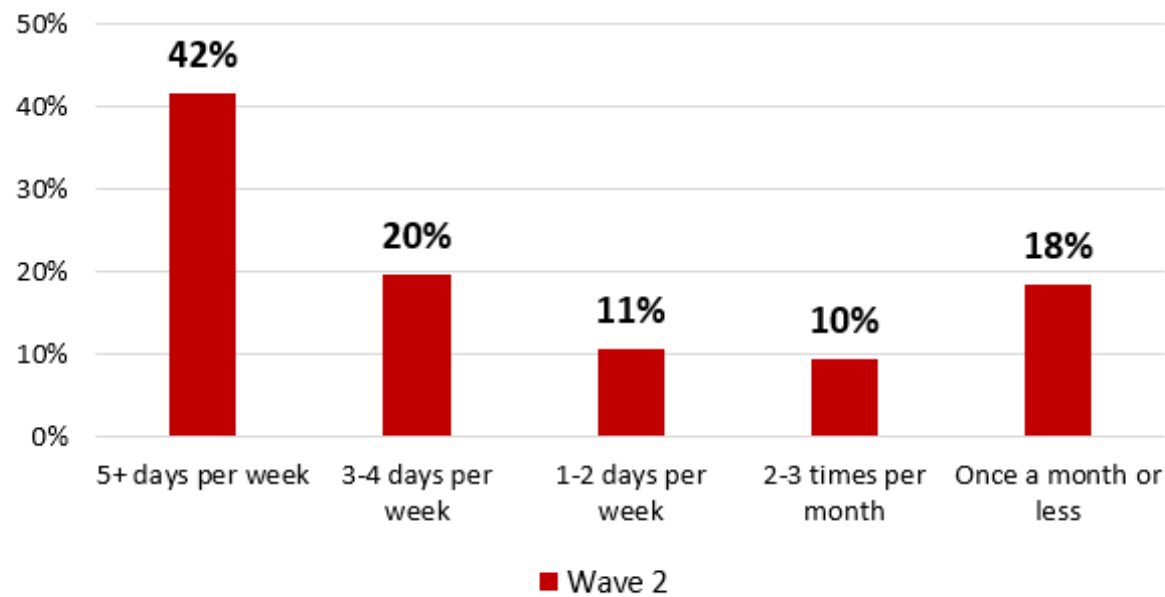




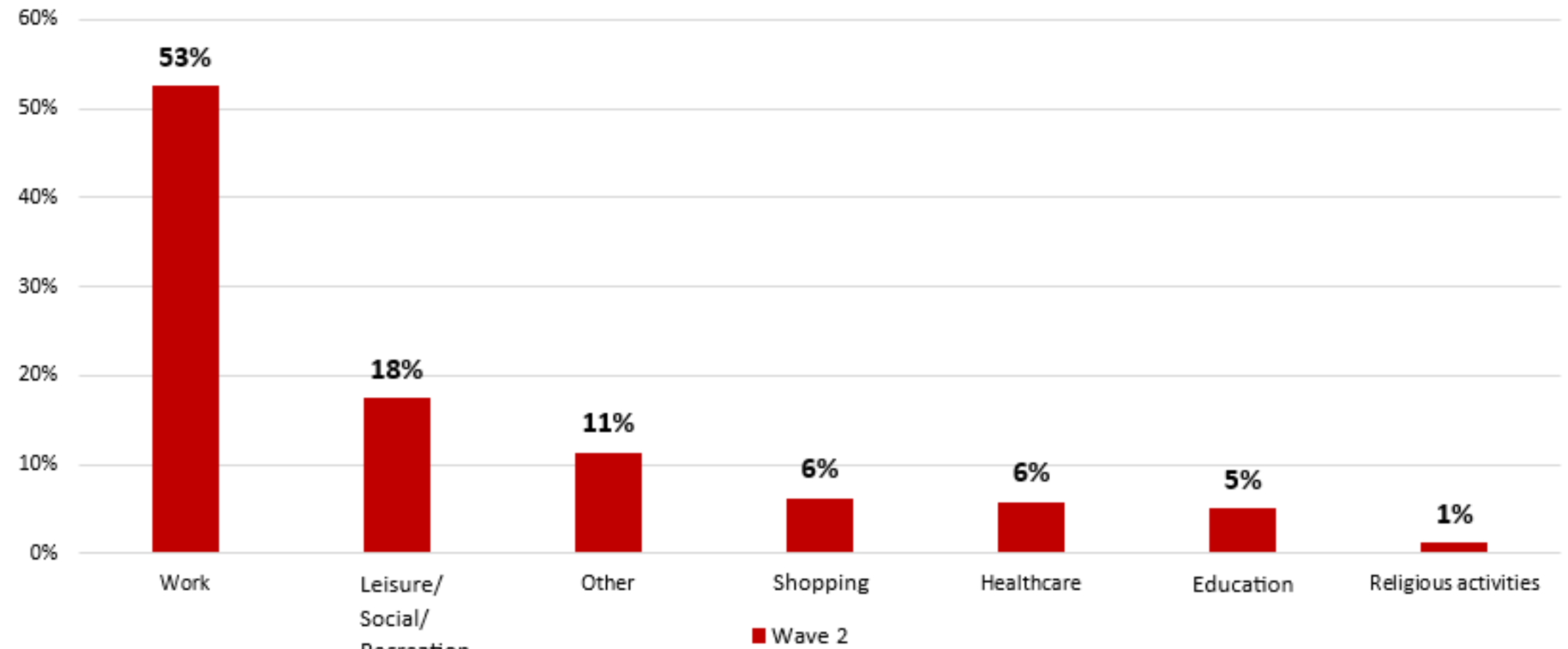
# Trip Frequency and Purpose

- Rail customers most often ride the rail 5+ days per week (42%), and 33% ride other RTA services 5+ days a week.
- Rail customers most frequently ride the rail for work (53%).

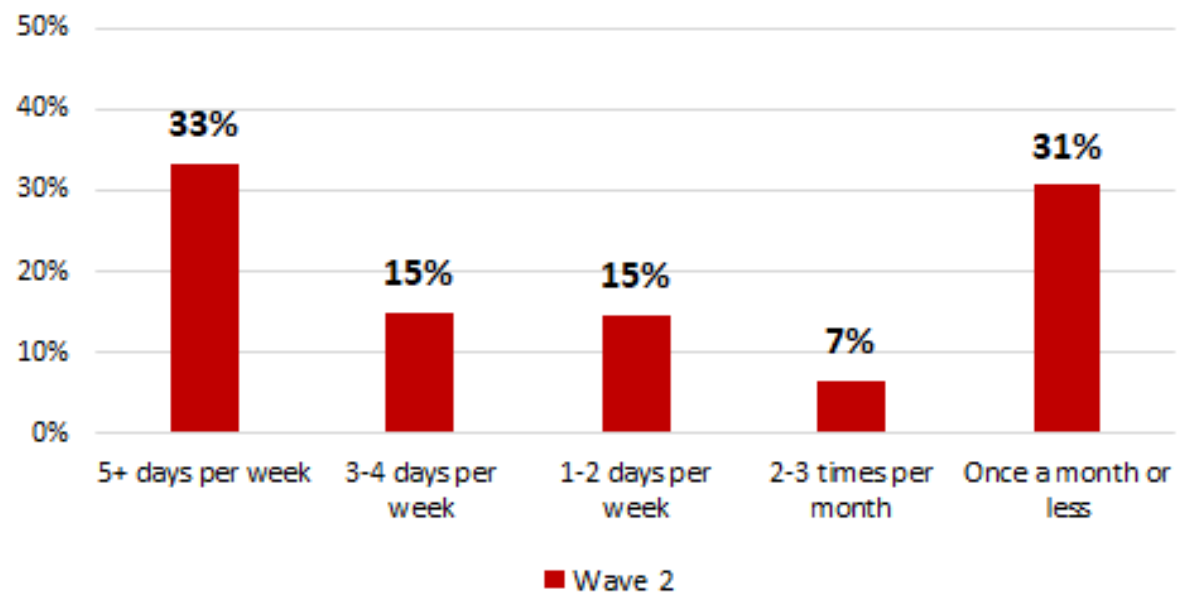
How often do you ride the train?



Why are you taking this trip?



How often do you ride other RTA services?

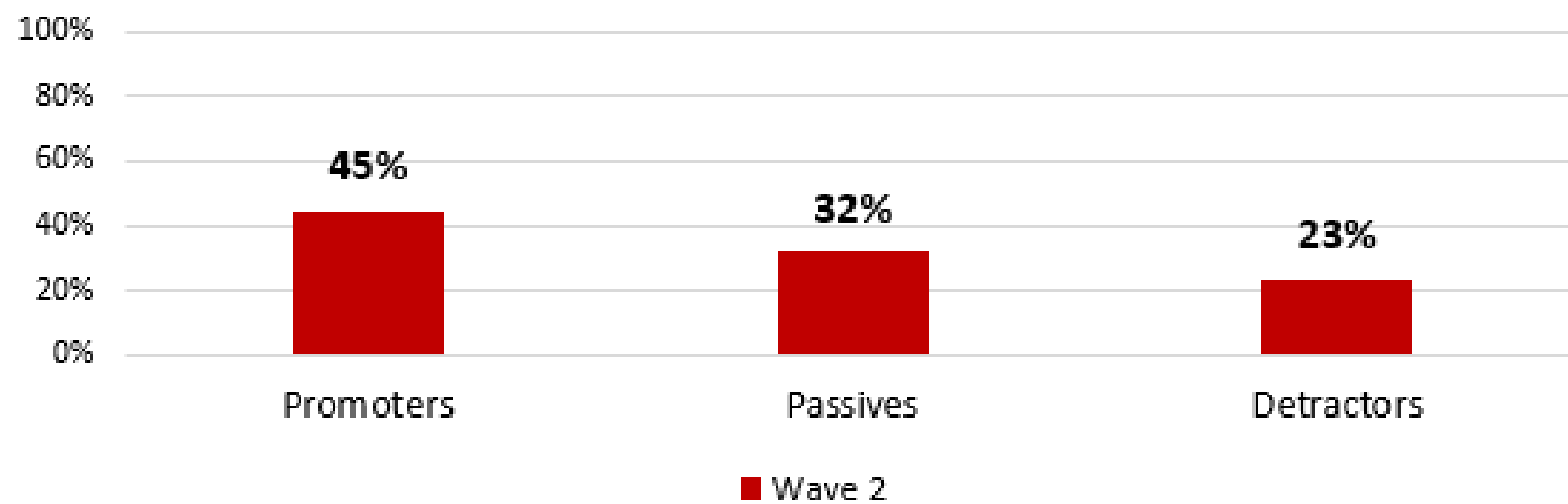




# Net Promoter Score (NPS)

## Train Rail Service

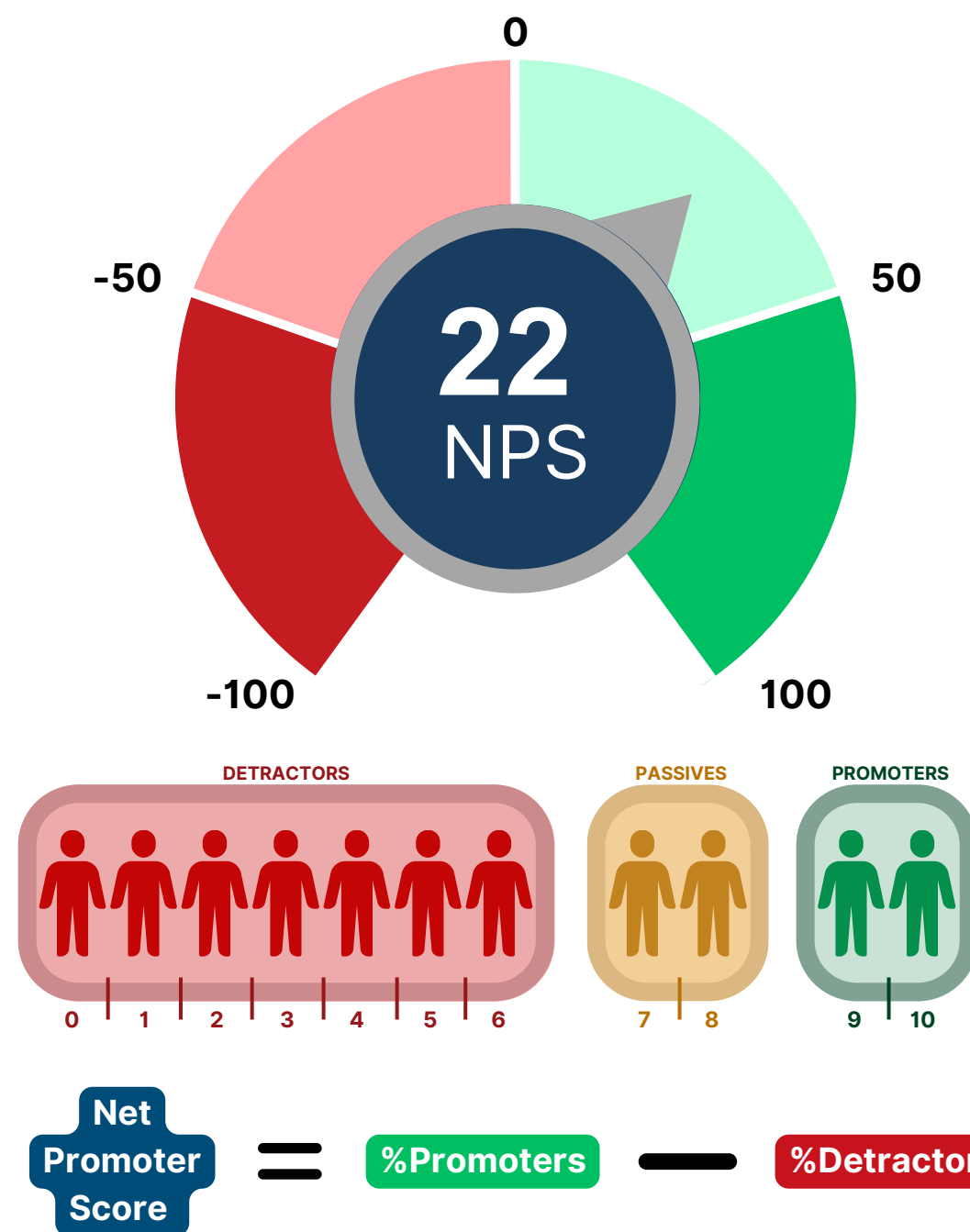
All things considered, how likely would you be to recommend riding a RTA train to a friend or neighbor?



### Net Promoter Score



RTA's Rail NPS is down 7 points since Wave 1 from 29 to 22.



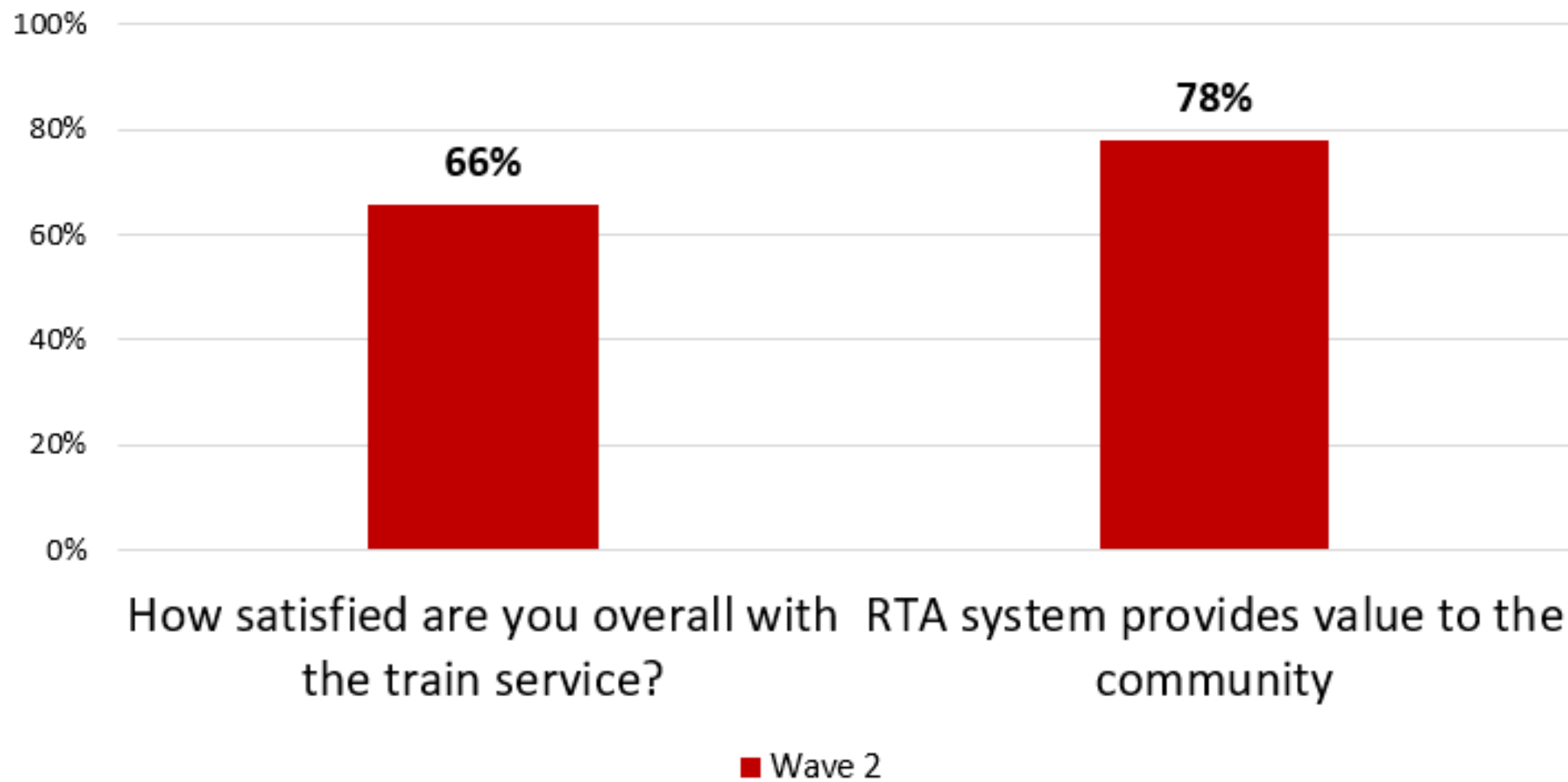


# Satisfaction and Community Value

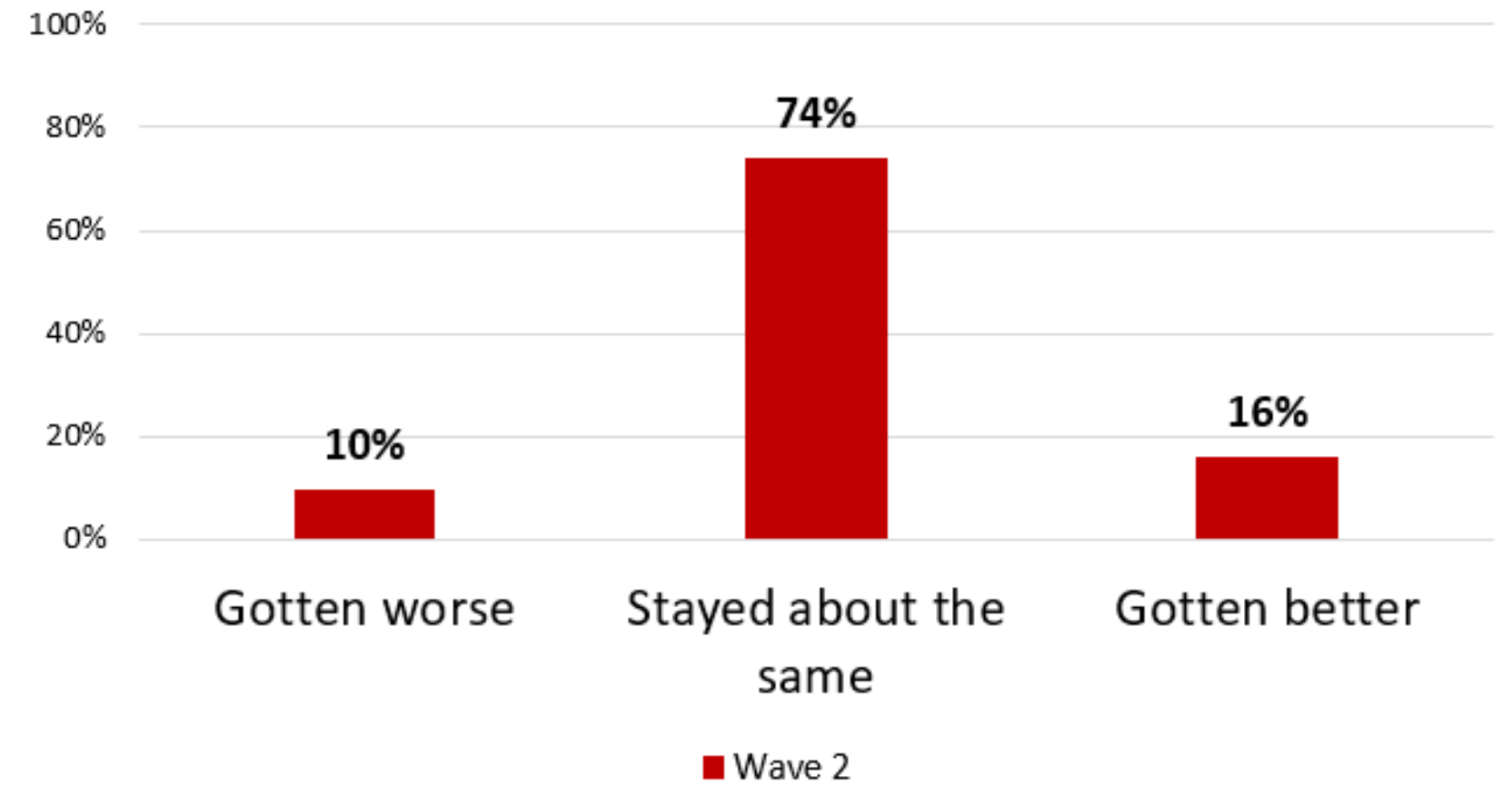


- 66% of Rail customers are satisfied overall with the train service.
- 78% of Rail customers believe the RTA system provides value to the community.
- In the past year, 74% of Rail customers believe the bus service has stayed the same.

Overall Satisfaction | Community Value



In the past year, the train service has:



# **Customer Importance Factors**

*Rail Train Service*

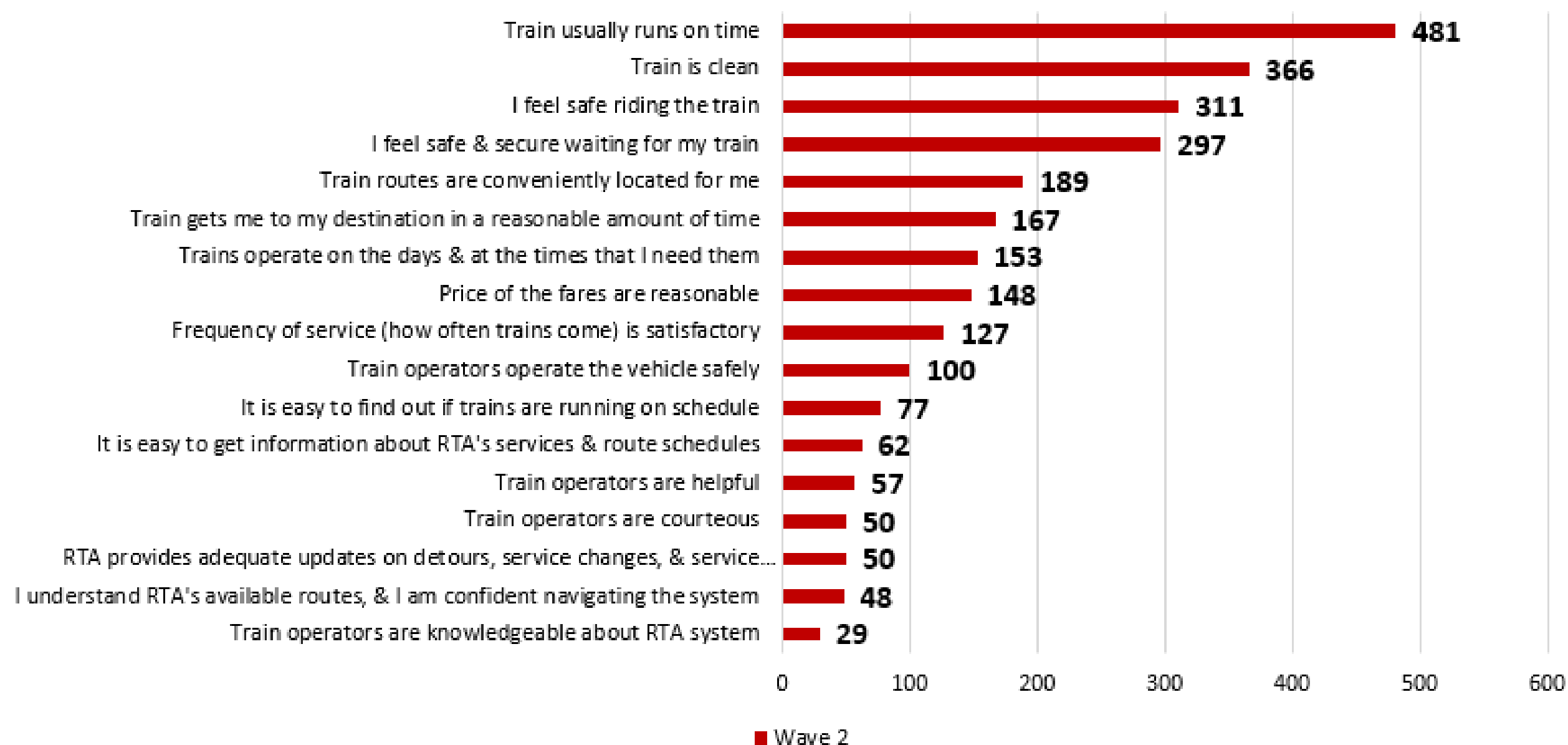


# Top Customer Importance Factors



- The top importance factors were trains running on time (481), cleanliness (366), and safety while riding (311).

Importance Factors



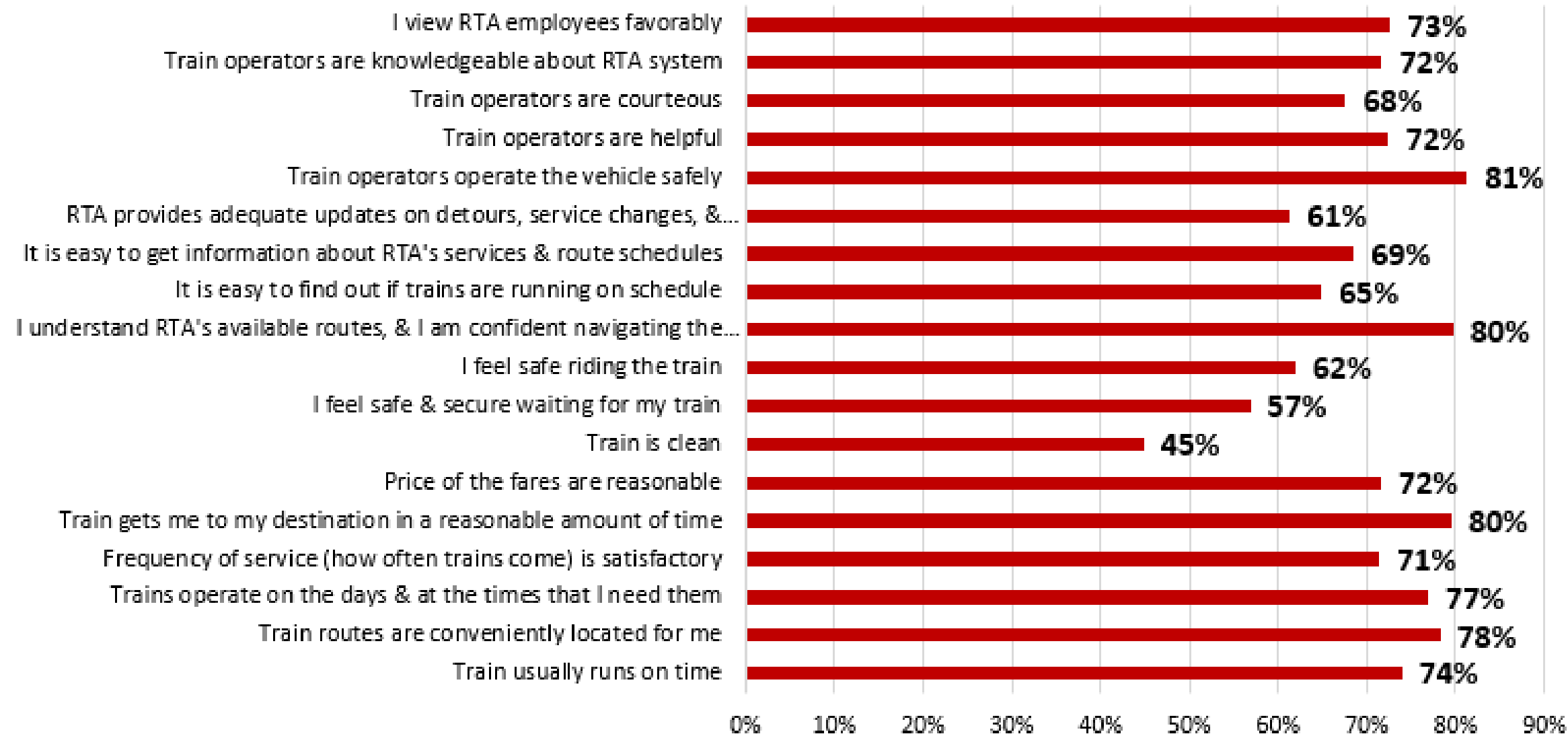




# Level of Agreement

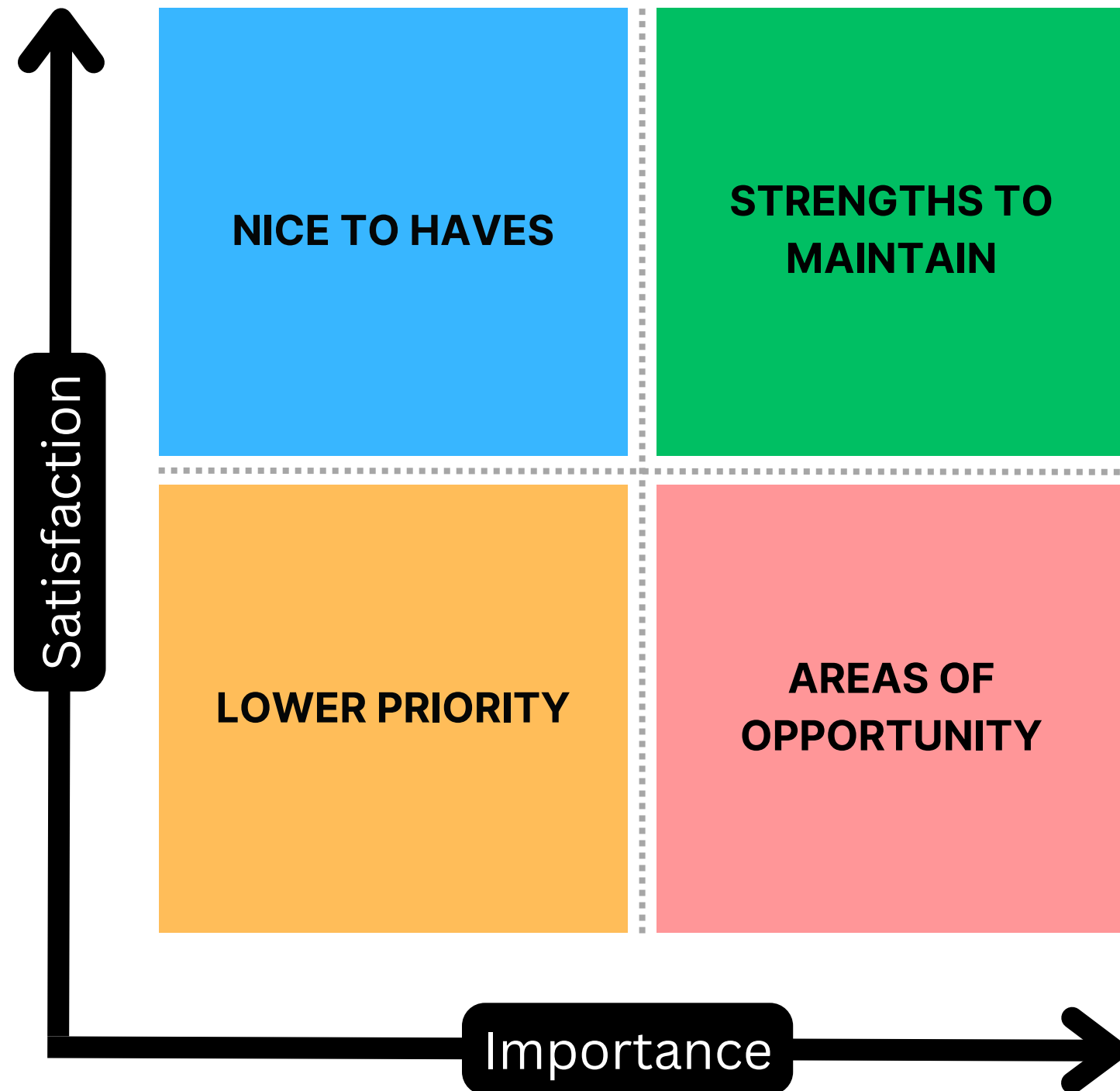


## Rail



# Key Driver Analysis

## Satisfaction vs. Importance



The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

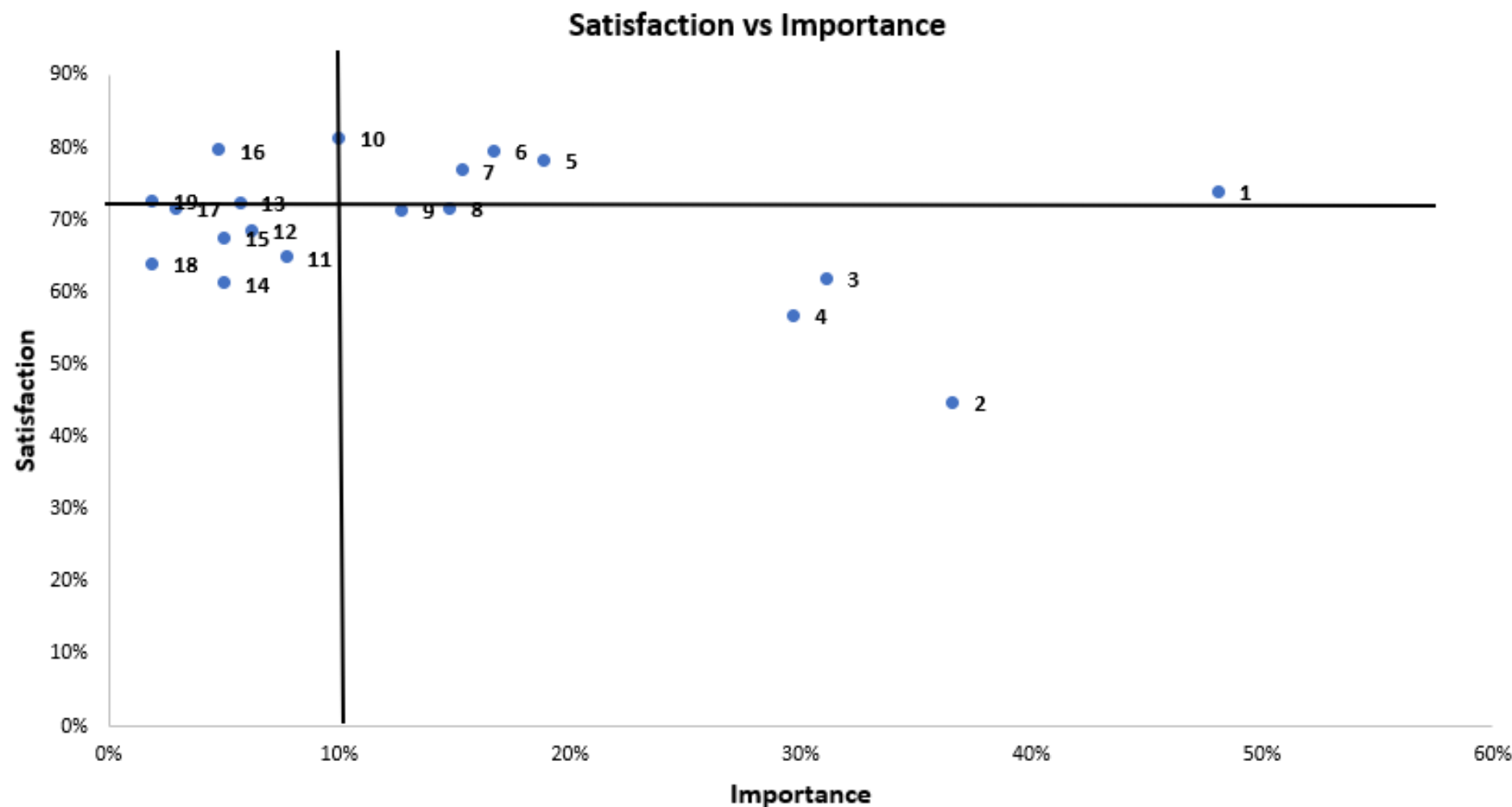
1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

# Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.

Nice to Haves

Strengths to Maintain



Lower Priority

Areas of Opportunity

## Legend

1. Train usually runs on time
2. Train is clean
3. I feel safe riding the train
4. I feel safe & secure waiting for my train
5. Train routes are conveniently located for me
6. Train gets me to my destination in a reasonable amount of time
7. Trains operate on the days & at the times that I need them
8. Price of the fares are reasonable
9. Frequency of service (how often trains come) is satisfactory
10. Train operators operate the vehicle safely
11. It is easy to find out if trains are running on schedule
12. It is easy to get information about RTA's services & route schedules
13. Train operators are helpful
14. RTA provides adequate updates on detours, service changes, & service improvements
15. Train operators are courteous
16. I understand RTA's available routes, & I am confident navigating the system
17. Train operators are knowledgeable about RTA system
18. I repeat RTA messages to those I believe would benefit from the information
19. I view RTA employees favorably

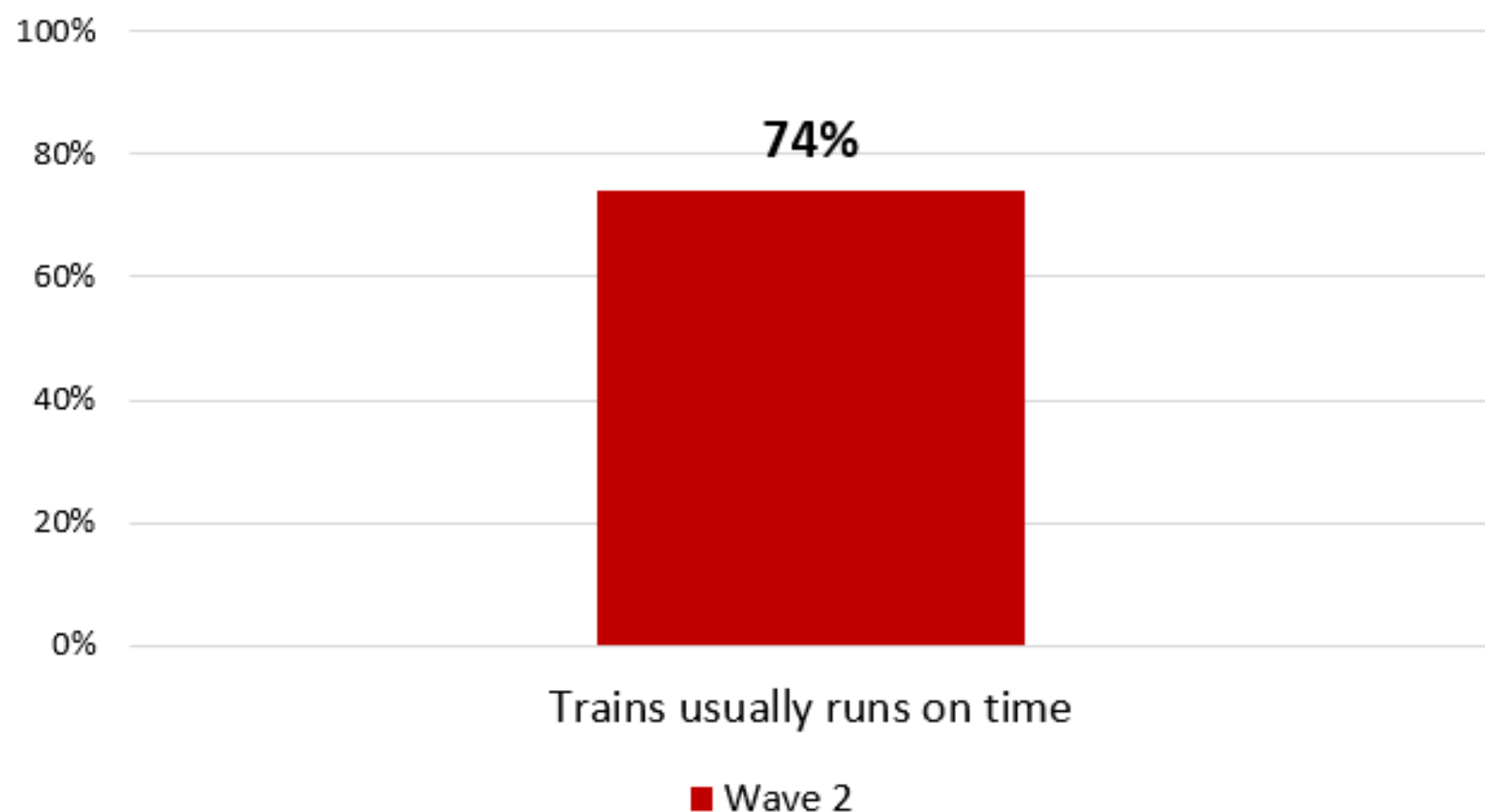


# On-Time Performance

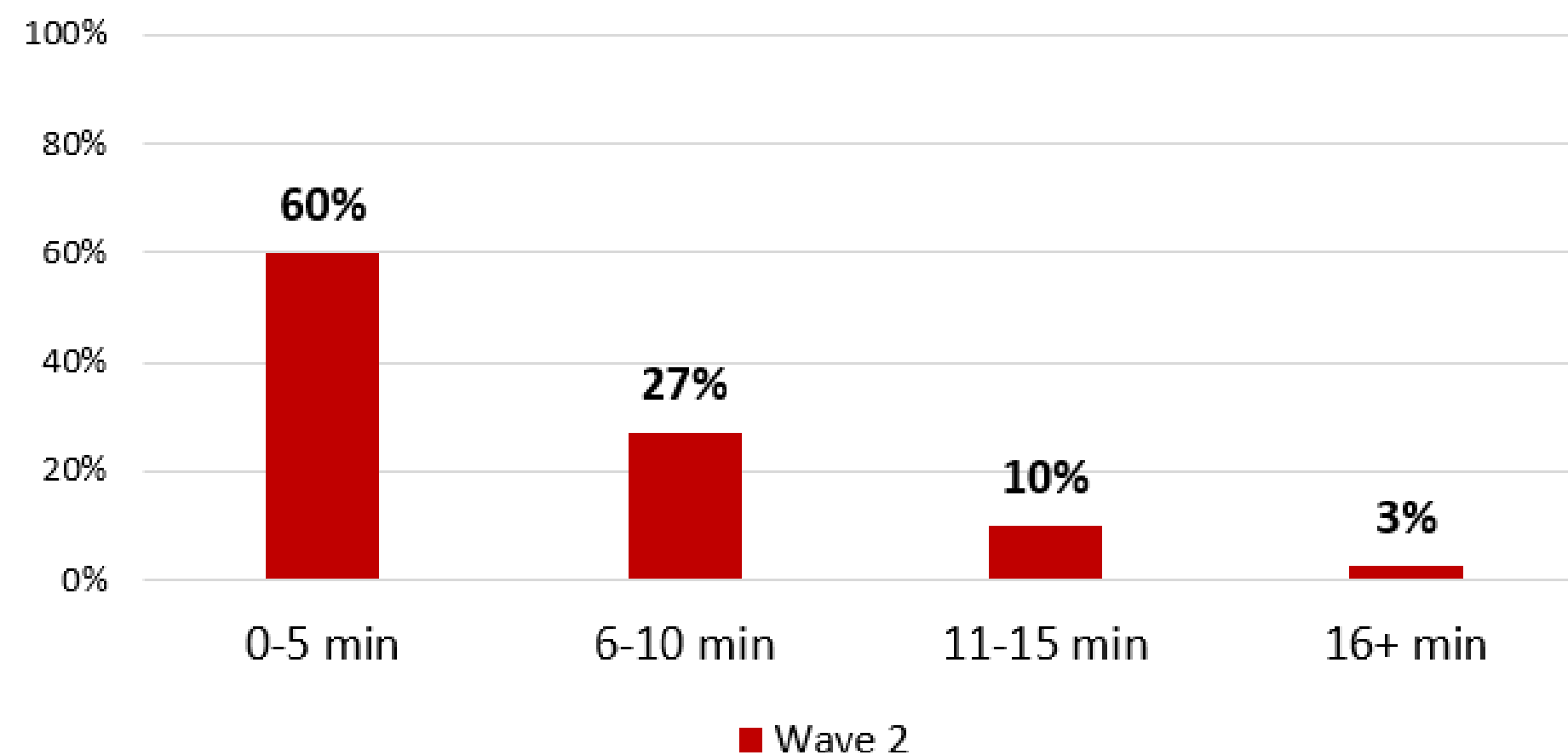


- 74% of Rail customers are satisfied with the On-Time Performance.
- 60% of Rail customers believe it is acceptable for the train to arrive only 0 to 5-minutes beyond its scheduled time.

On-Time Performance



How many minutes do you feel is acceptable for a train to arrive beyond its scheduled time?



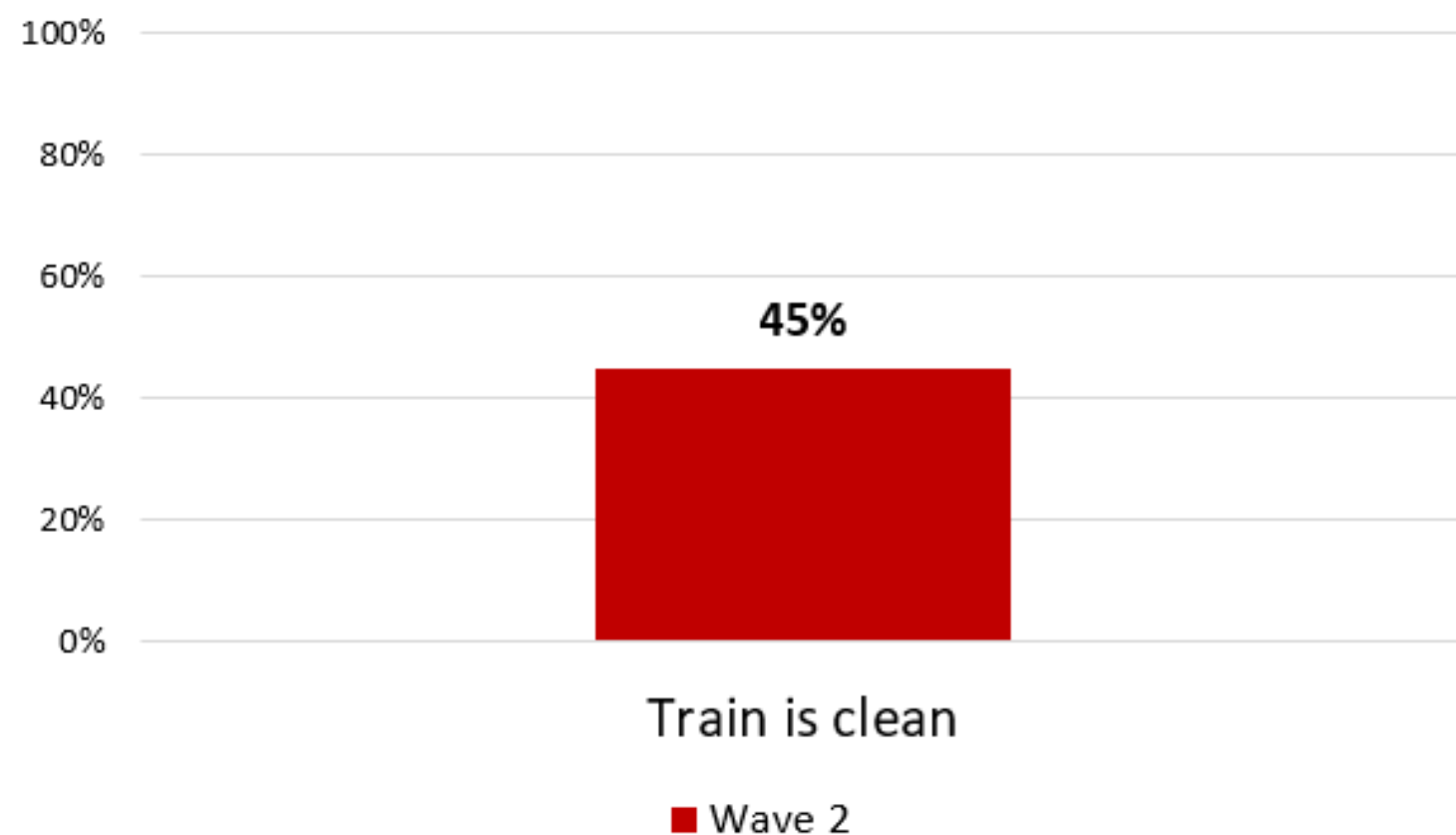


# Cleanliness of Trains

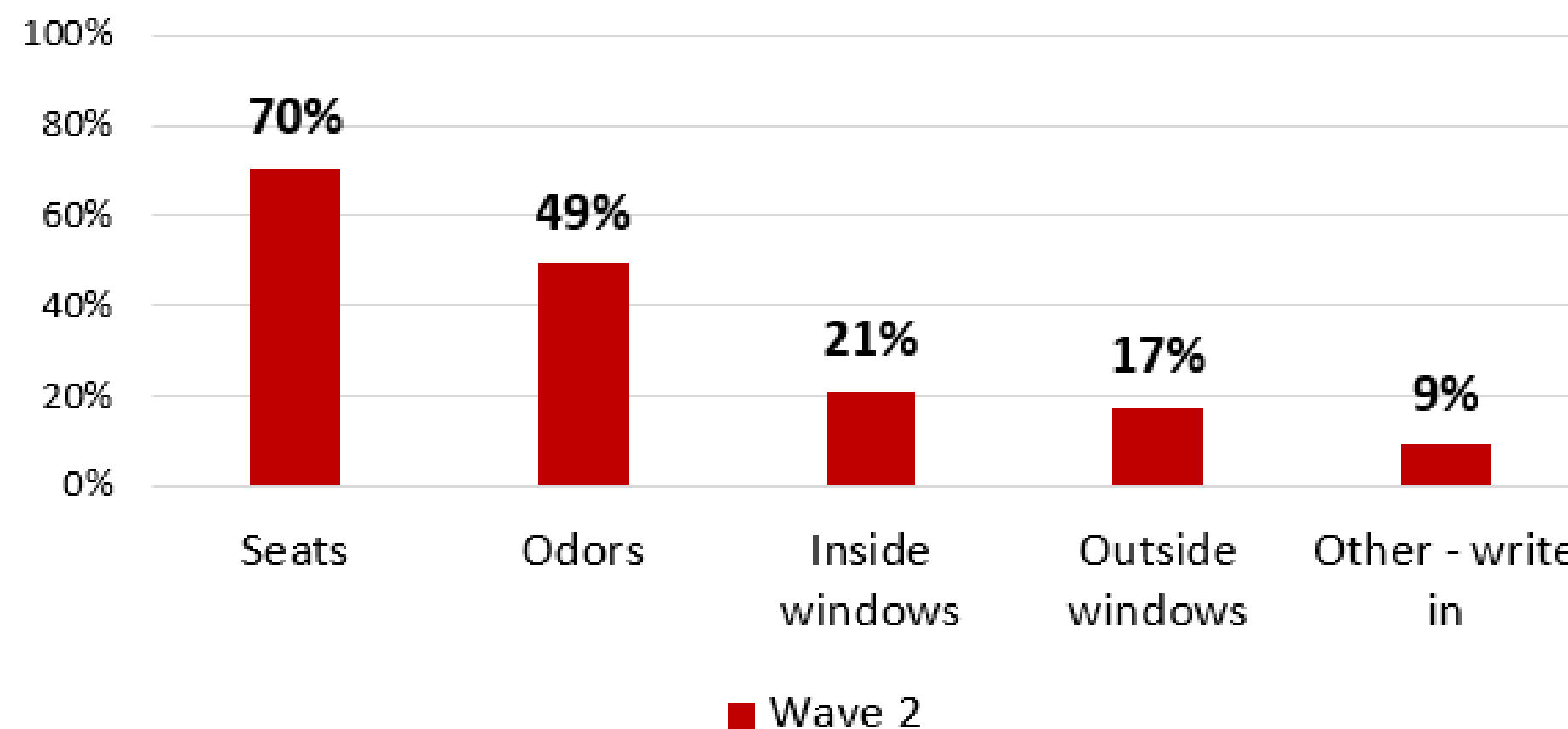


- 45% of train customers are satisfied with the cleanliness of trains.
- Rail customers think focusing on seats (70%) and odors (49%) would improve their satisfaction with train cleanliness.

Cleanliness of Trains



Which areas would you like RTA to focus on to improve your satisfaction with train cleanliness?



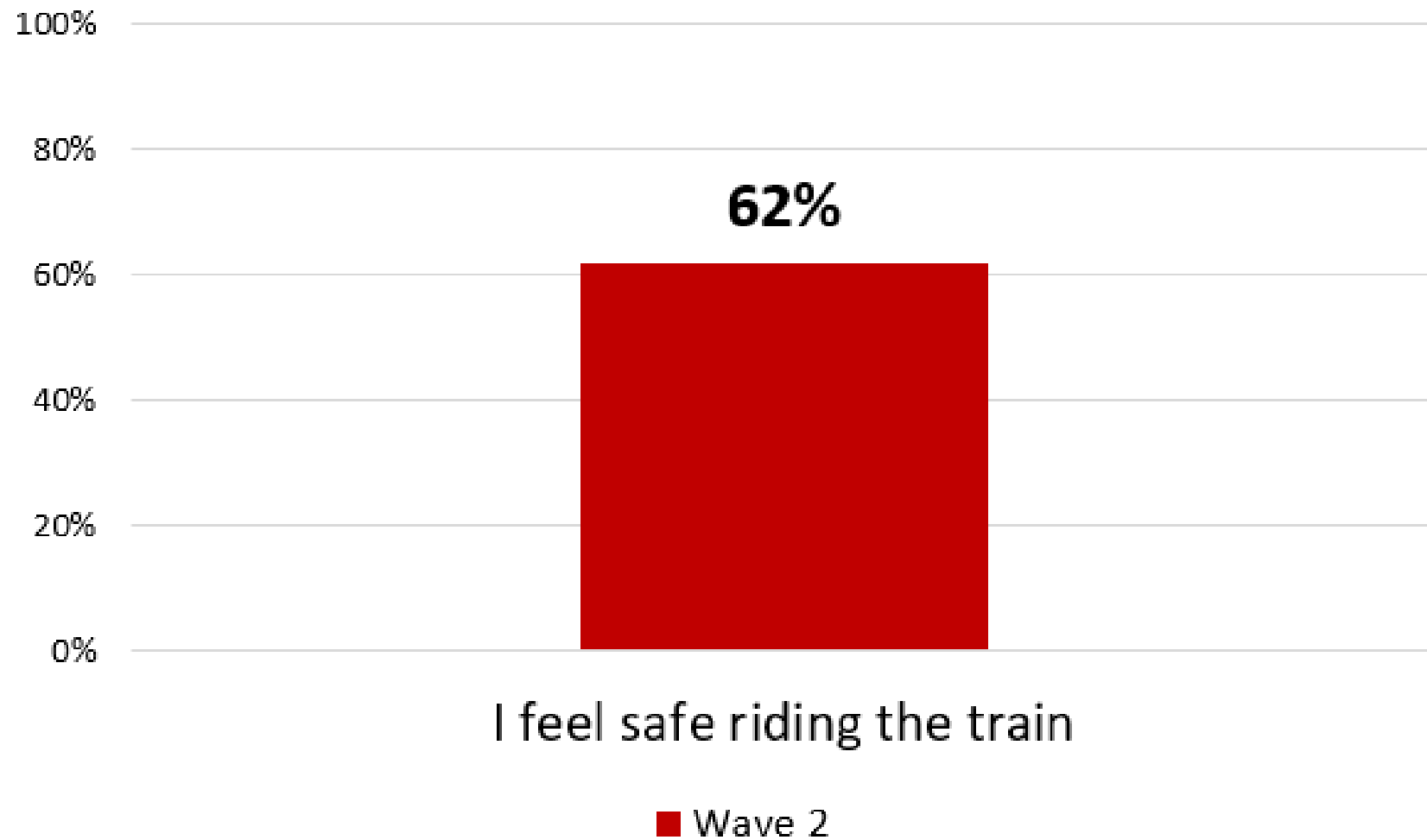


# Rail and Rail Stop Safety

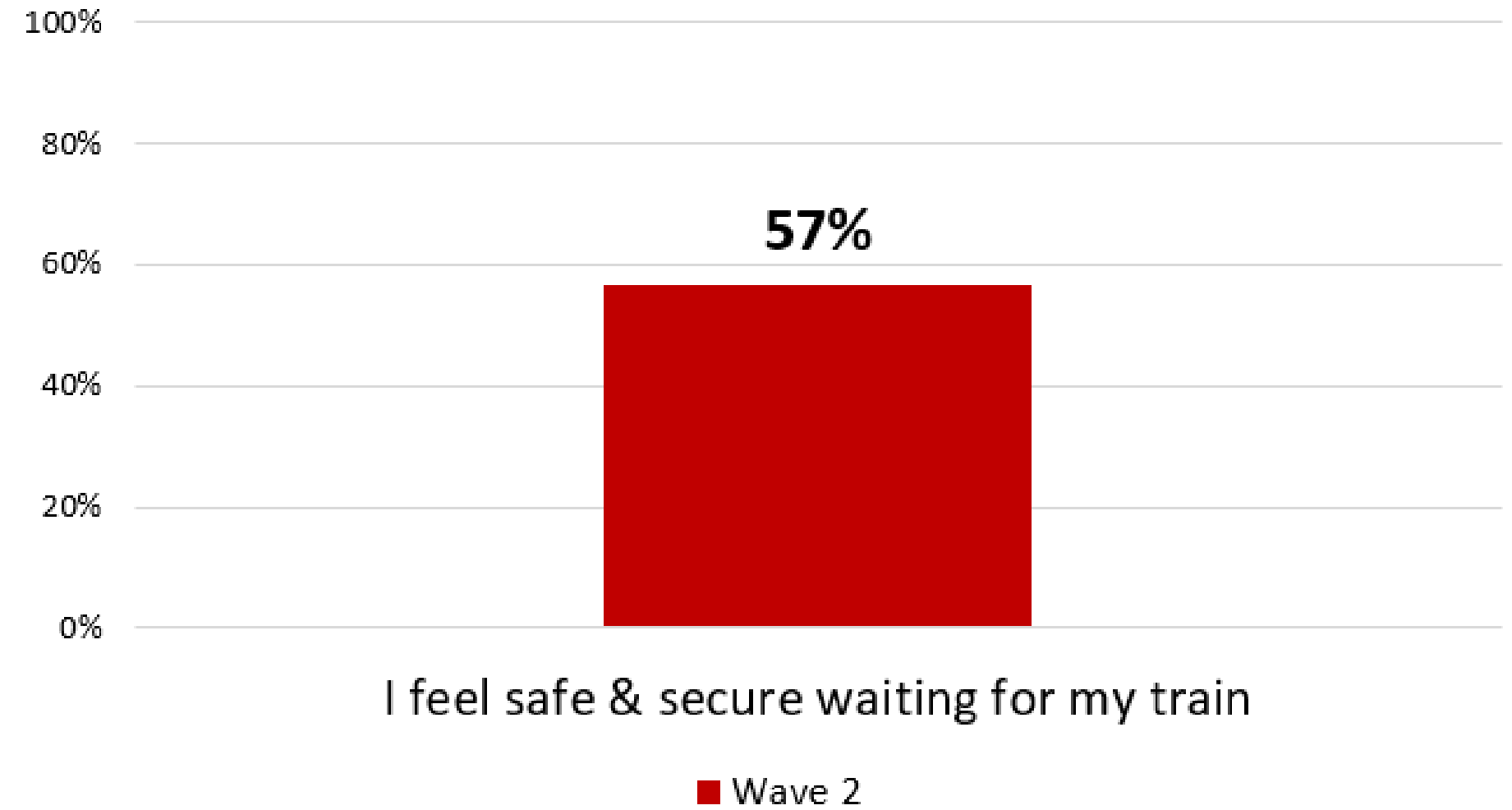


- 62% of rail customers feel safe while riding the train.
- 57% of rail customers feel safe while waiting for the train.

Train Safety



Train Stop Safety



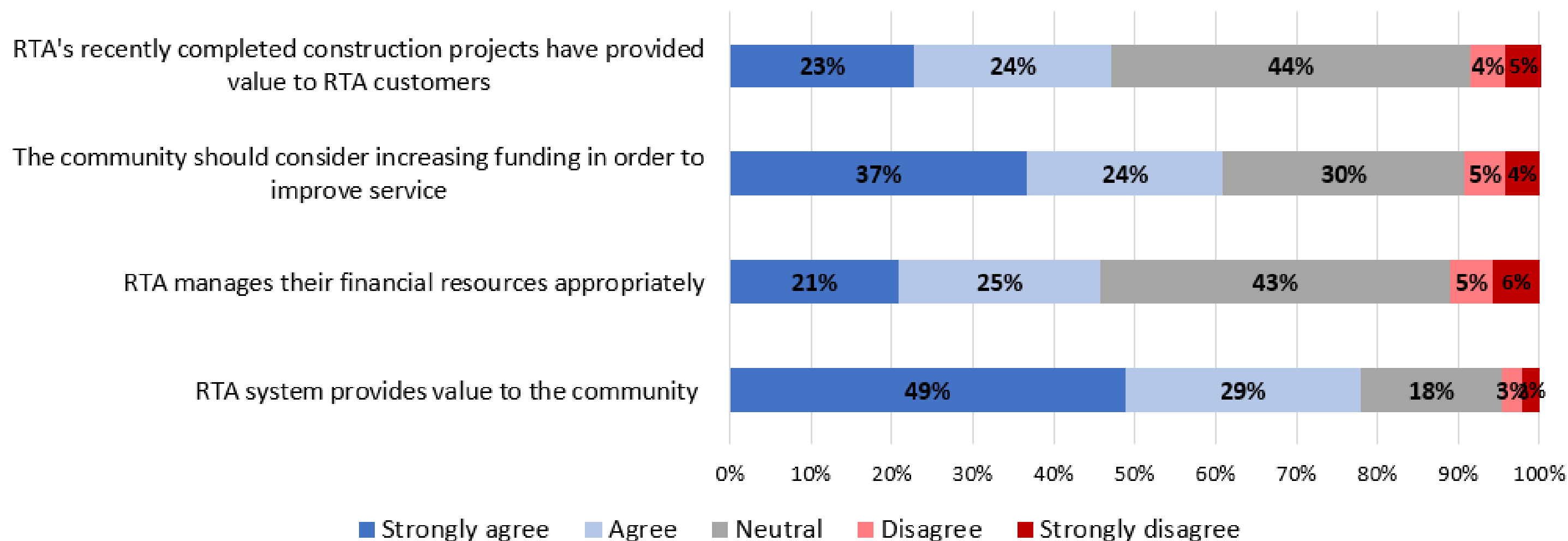


# Funding and Value



- 78% of rail customers believe the RTA system provides value to the community.
- 61% of rail customers think the community should consider increasing funding in order to improve service.

Please rate your agreement with these statements.



# **Customer Service**

*Rail Train Service*



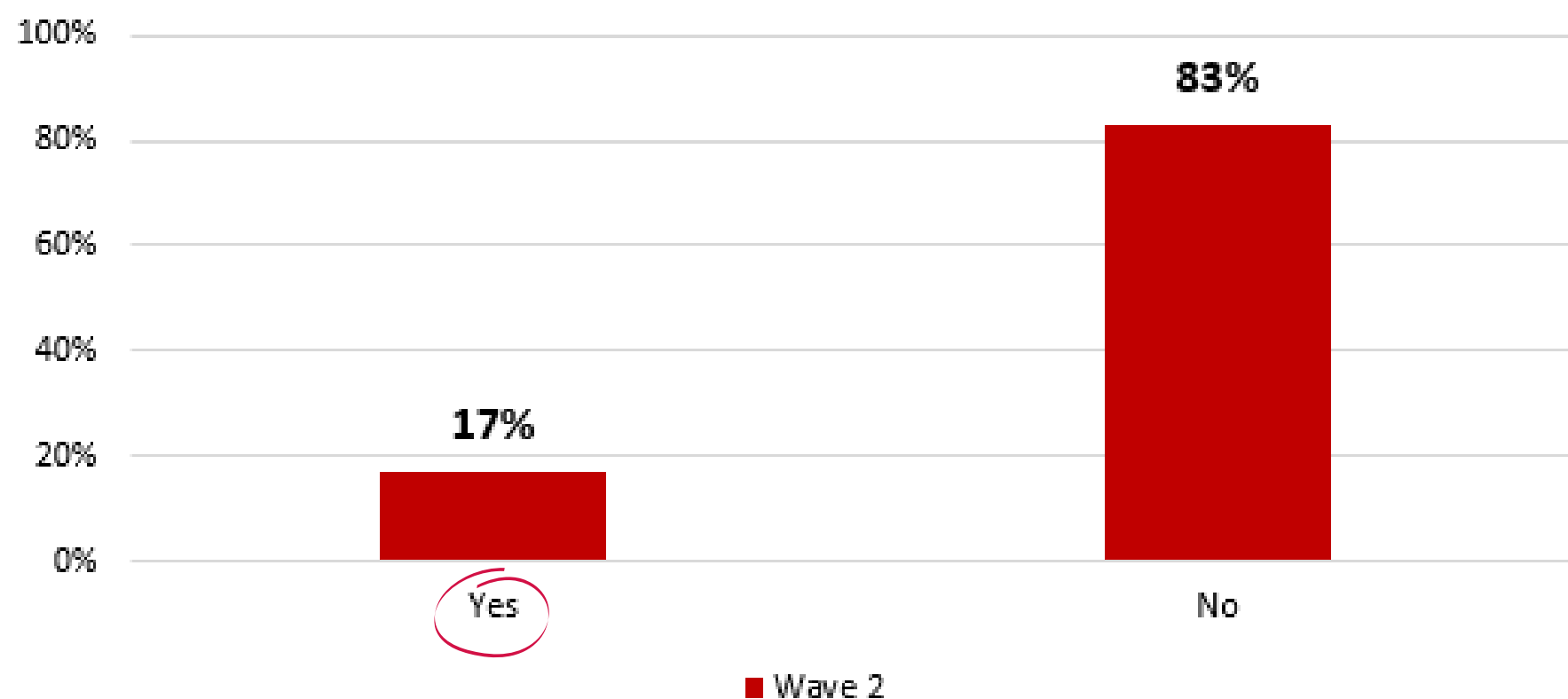


# Communications with Customer Service

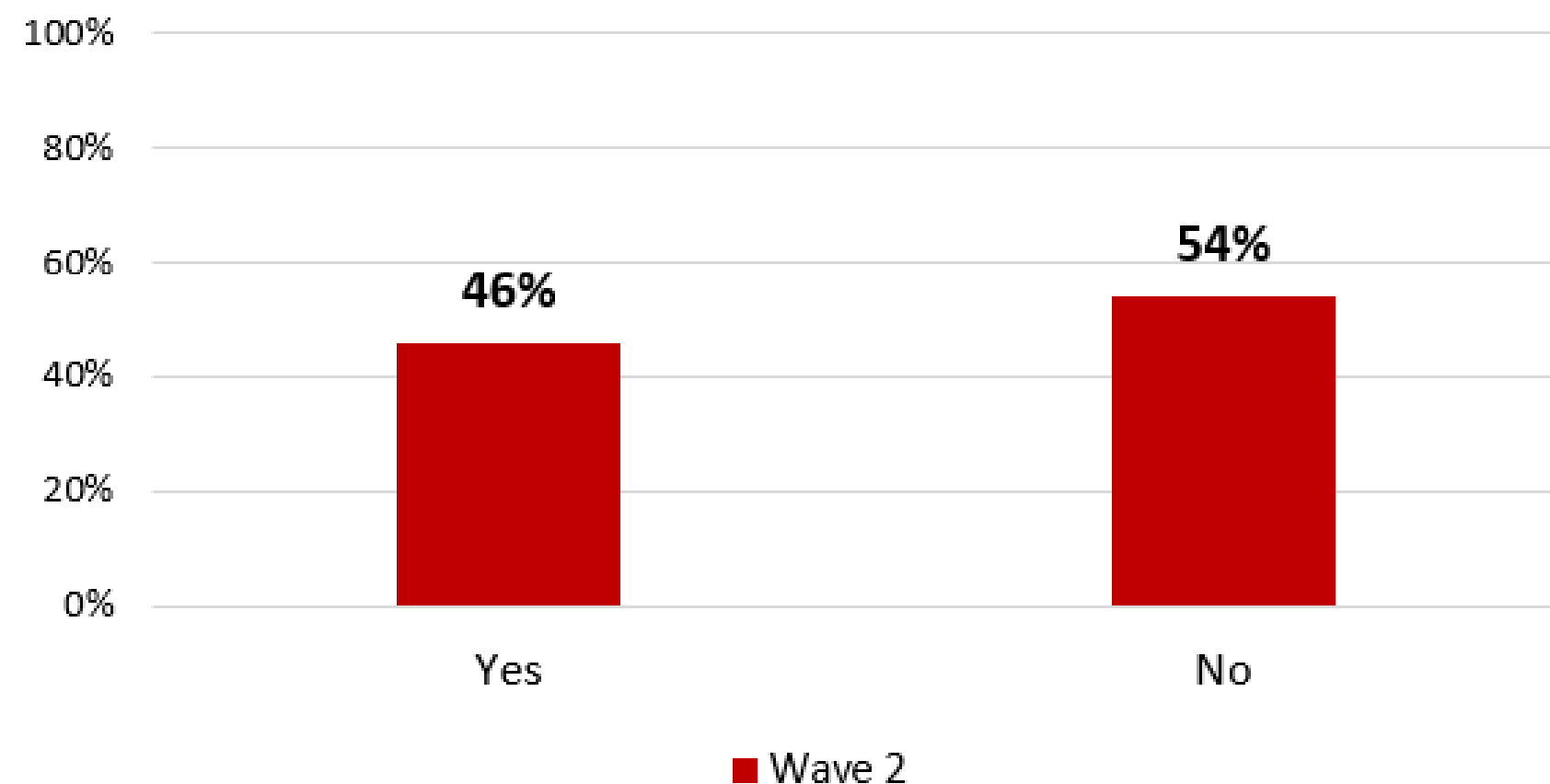


- 17% of rail customers have contacted RTA in the last 3 months.
- Of the 17% of rail customers who have contacted RTA, 46% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in the last 3 months?



Was your issue resolved?



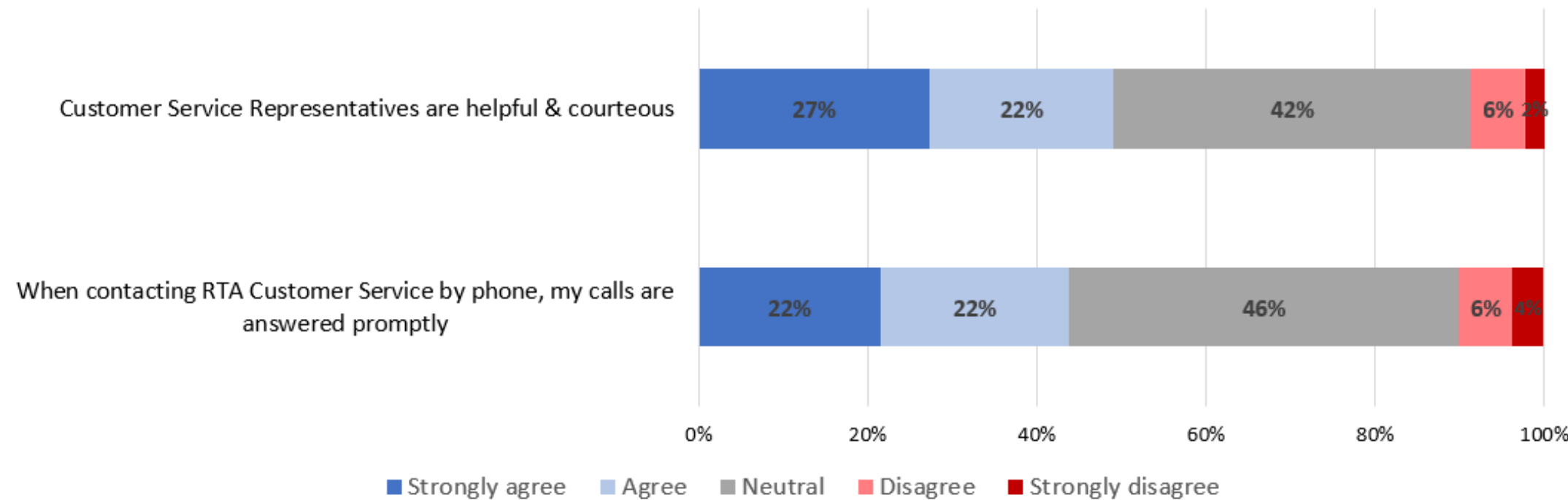


# Overall Communications

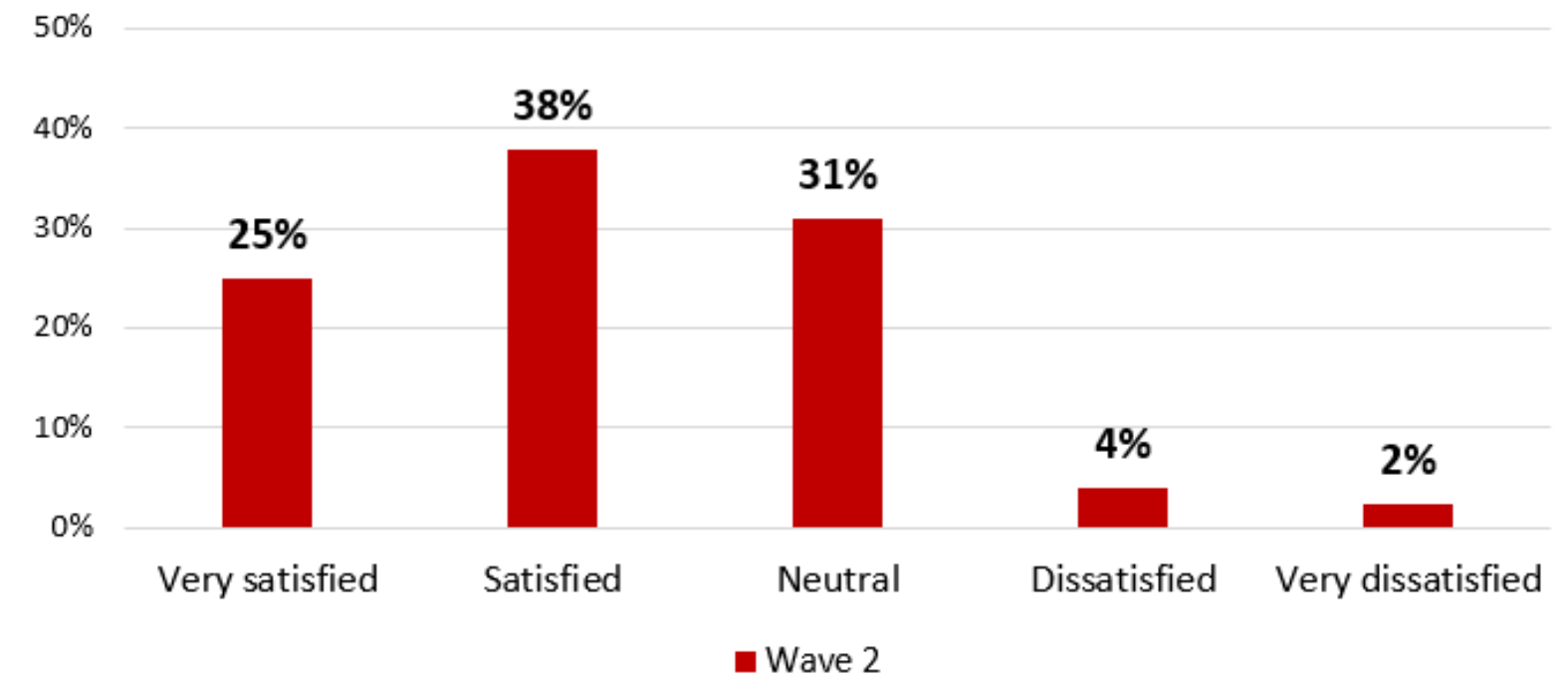


- 63% of rail customers are satisfied with the overall quality of RTA communications material.
- 44% of rail customers agree RTA Customer Service calls are answered promptly.
- 49% agree that the representatives are helpful and courteous.

Please rate your agreement with the following statements.



How satisfied are you with the overall quality of RTA communications material?

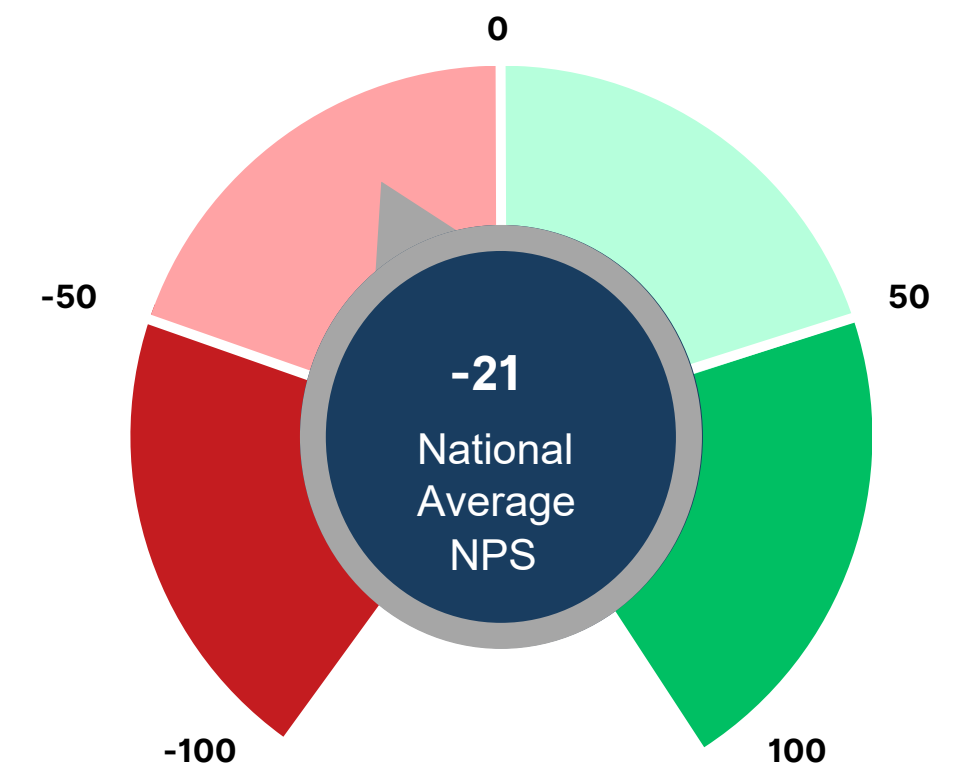
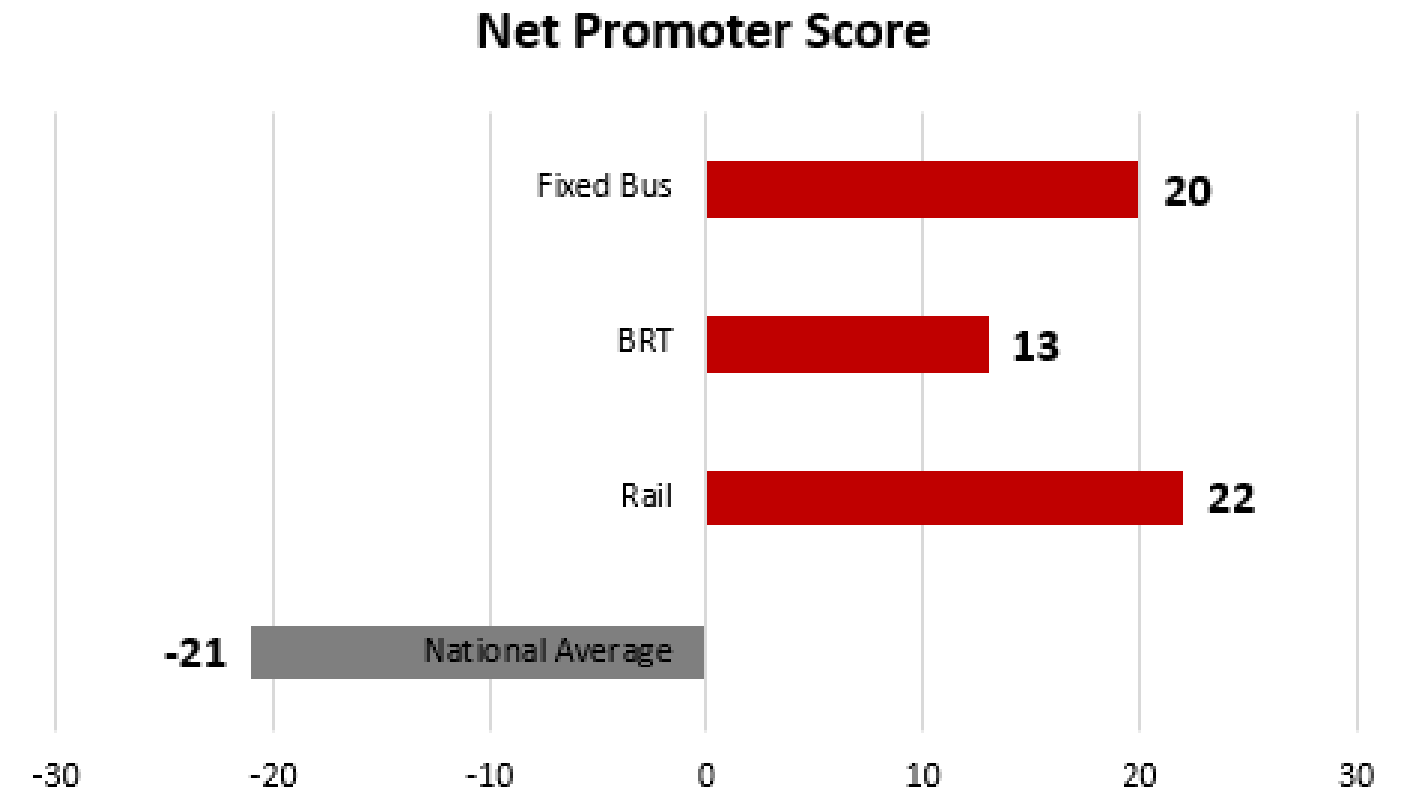
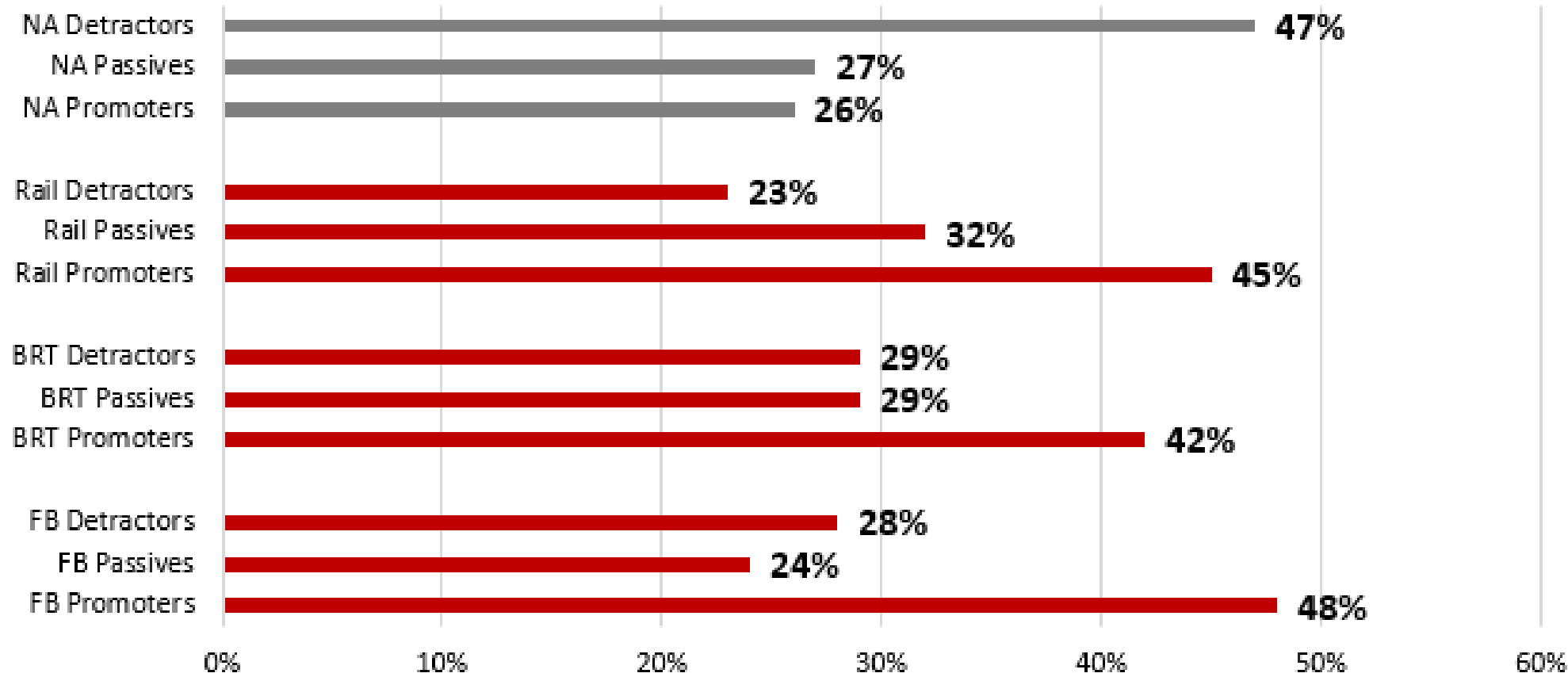


# Rider Benchmarks



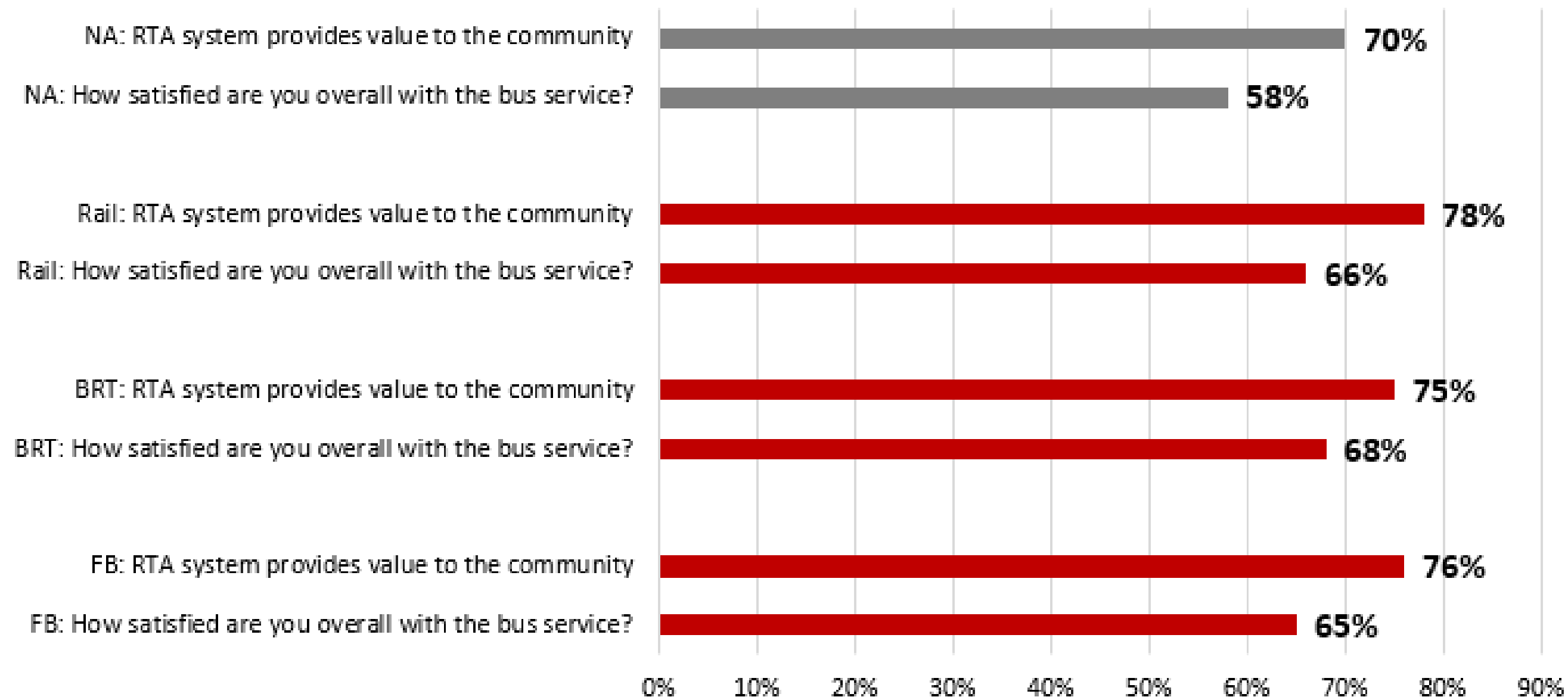
# Net Promoter Score (NPS)

All things considered, how likely would you be to recommend riding a RTA bus/train to a friend or neighbor?



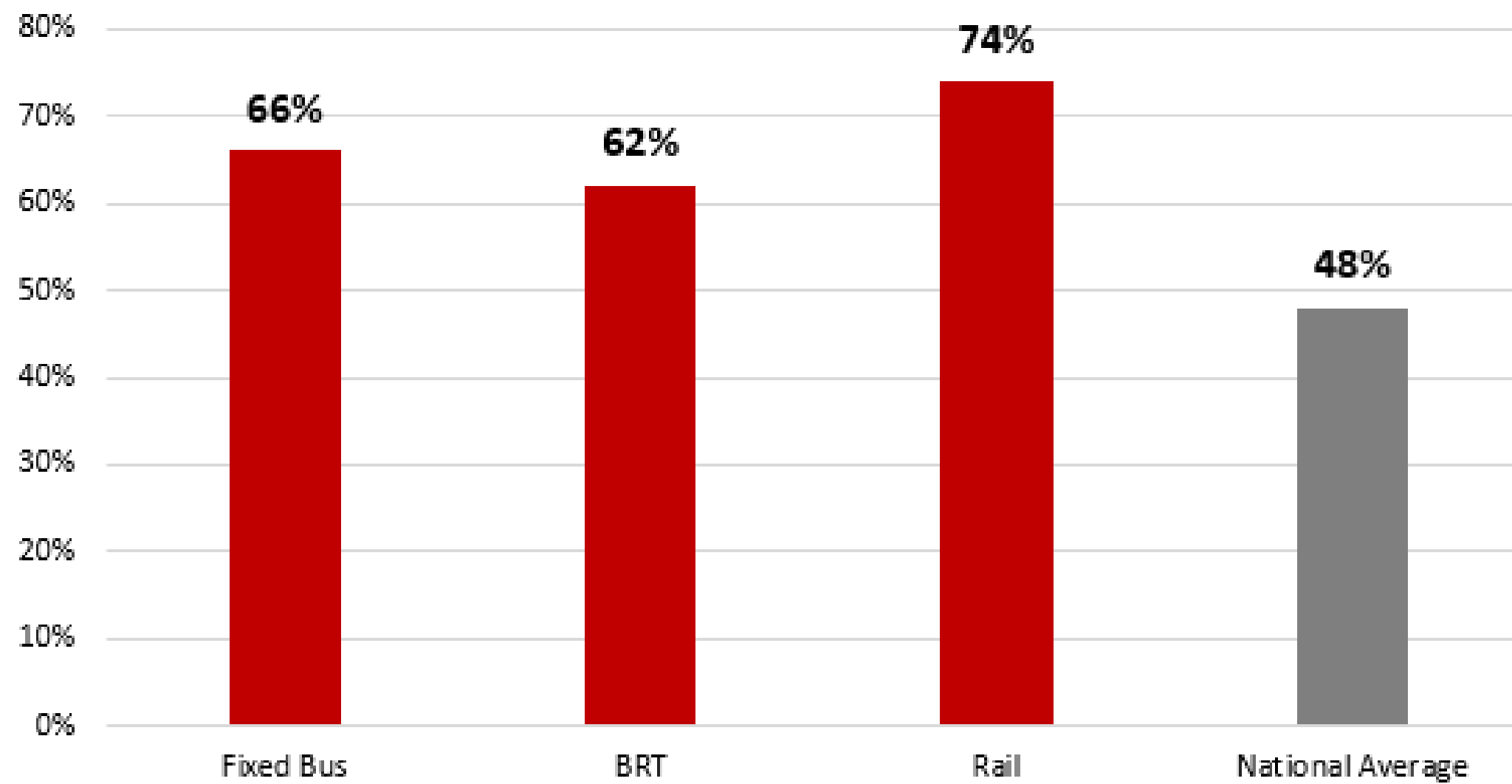
# Satisfaction and Community Value

## Overall Satisfaction | Community Value



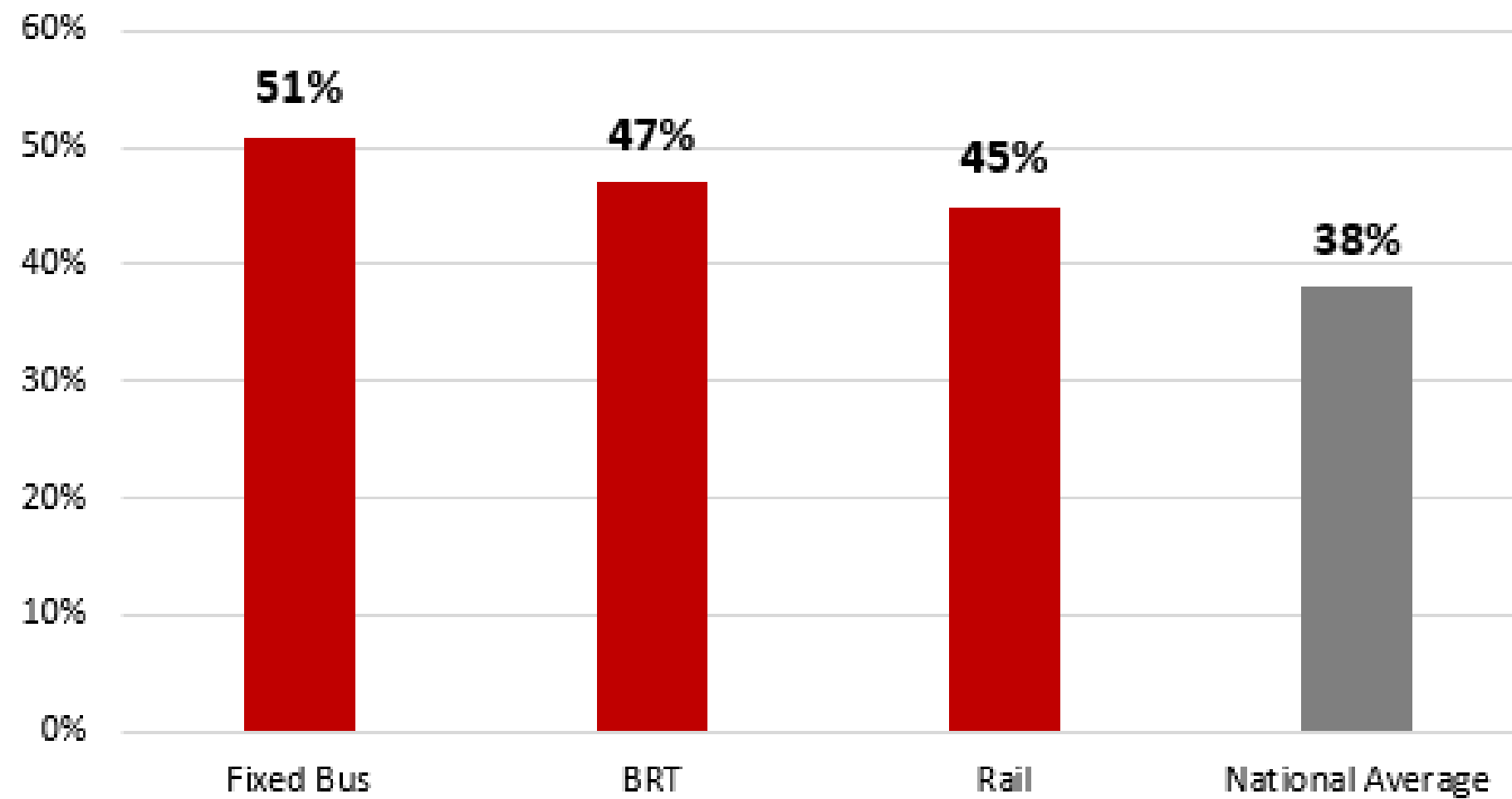
# On-Time Performance

Bus/Train usually runs on time



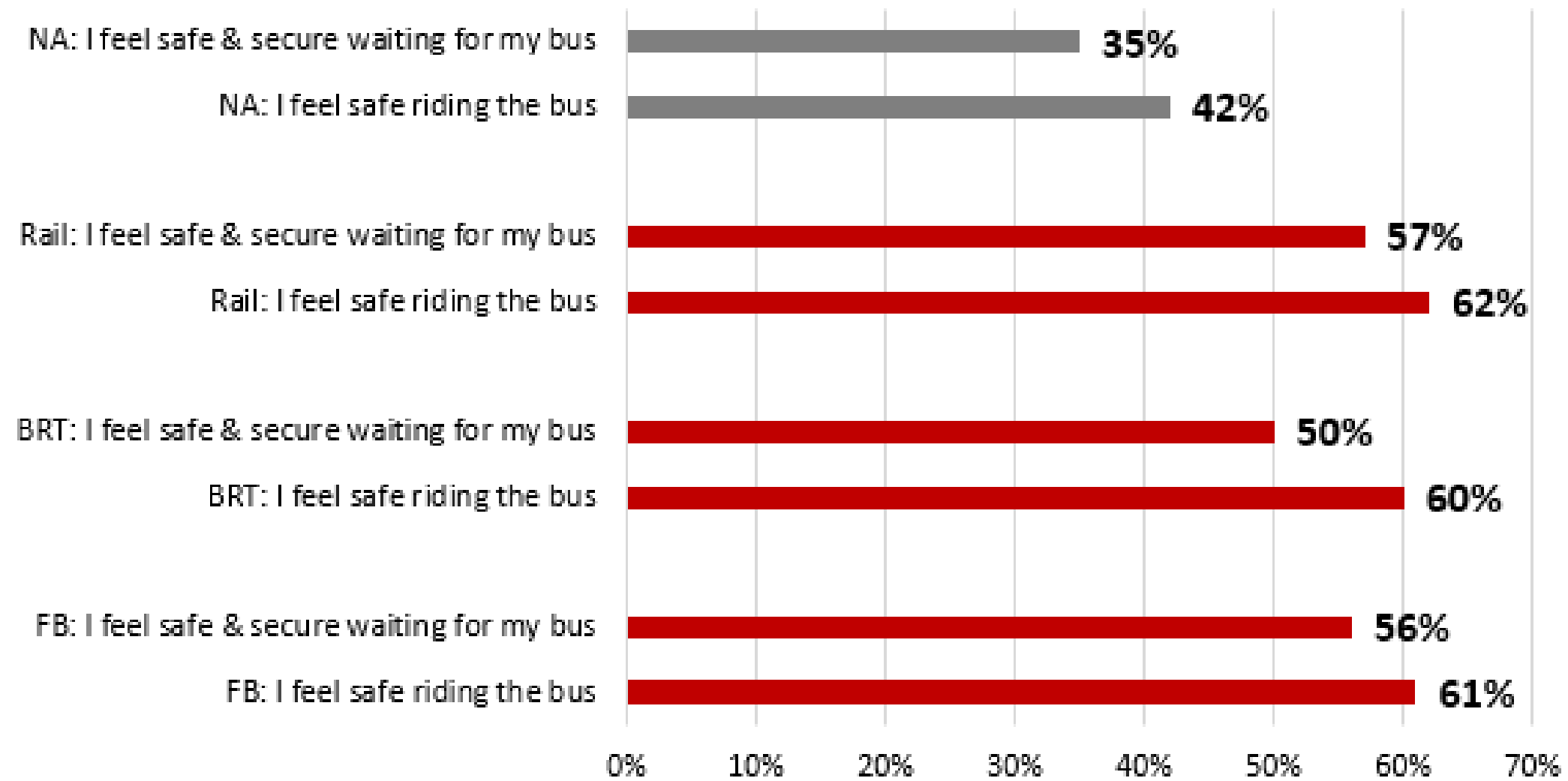
# Cleanliness

### Cleanliness of Buses/Trains



# Safety

## Bus & Train Safety



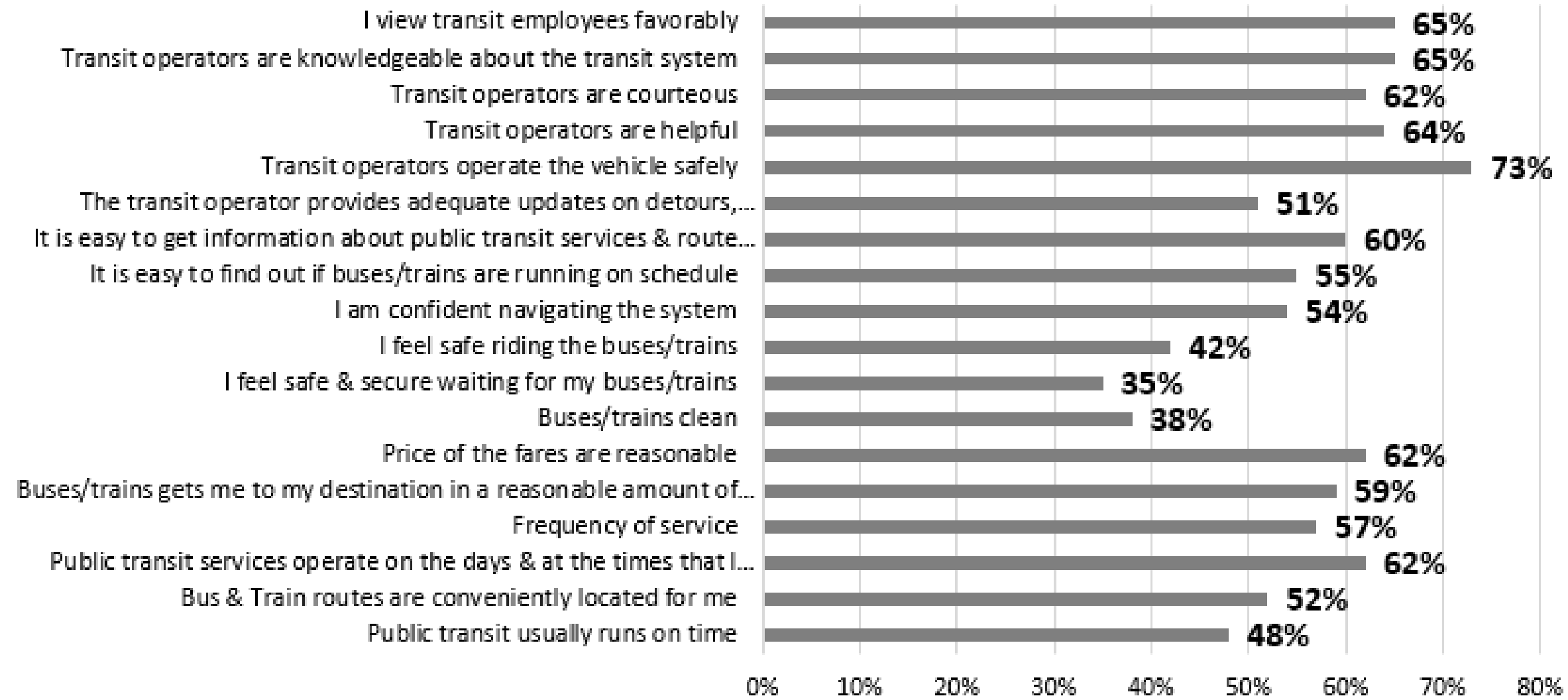




# Level of Agreement - National Average



## National Average

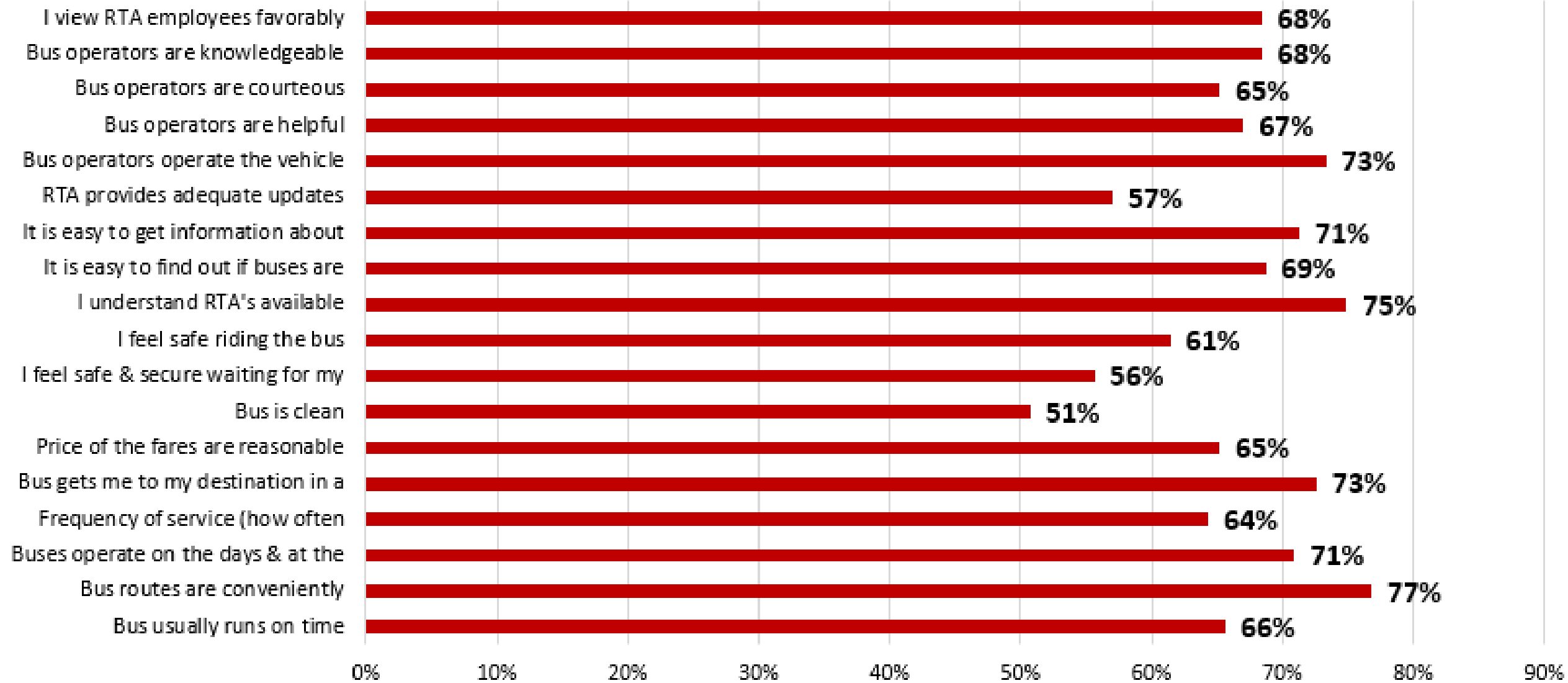




# Level of Agreement - Fixed Bus



## Fixed Bus

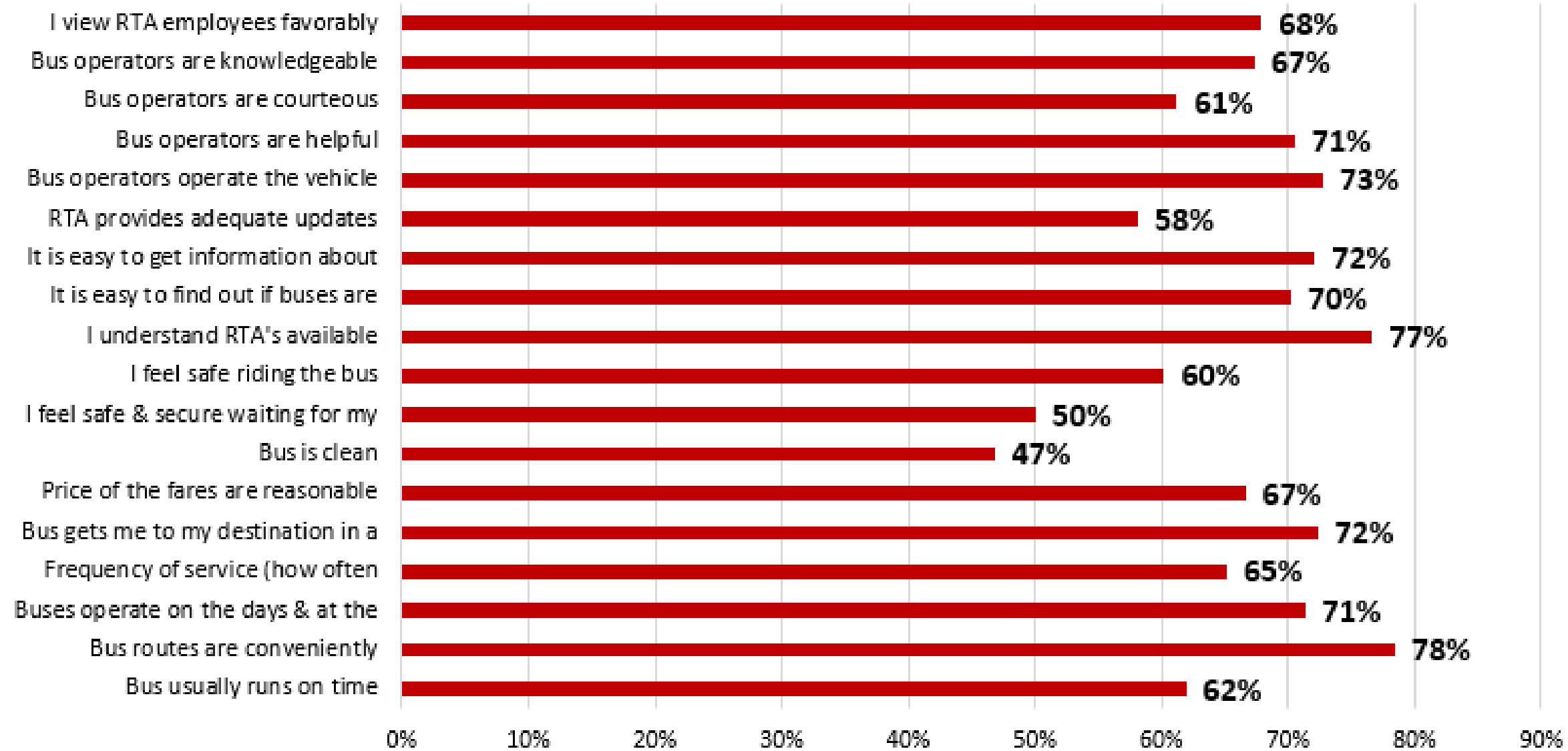




# Level of Agreement - BRT

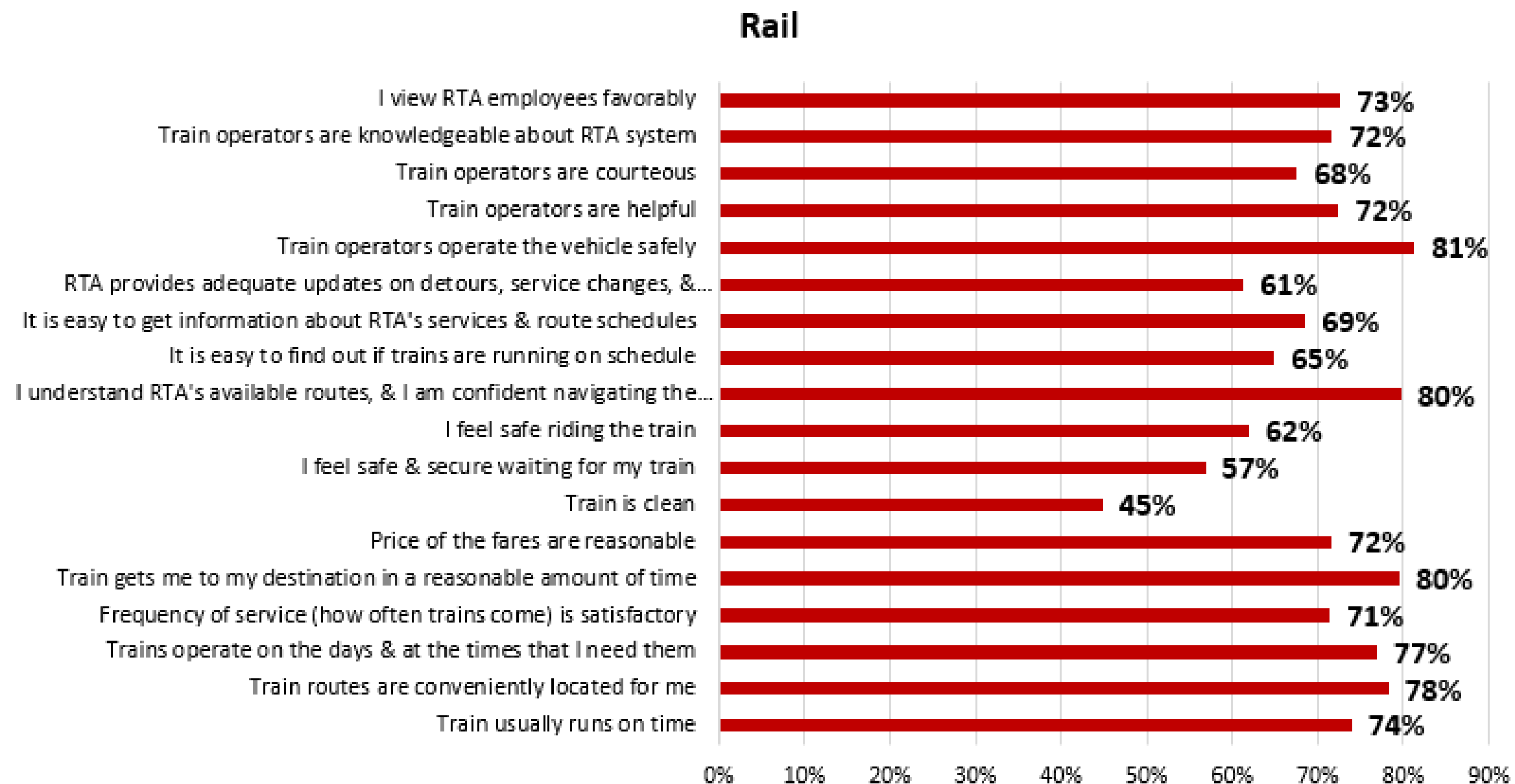


## BRT





# Level of Agreement - Rail

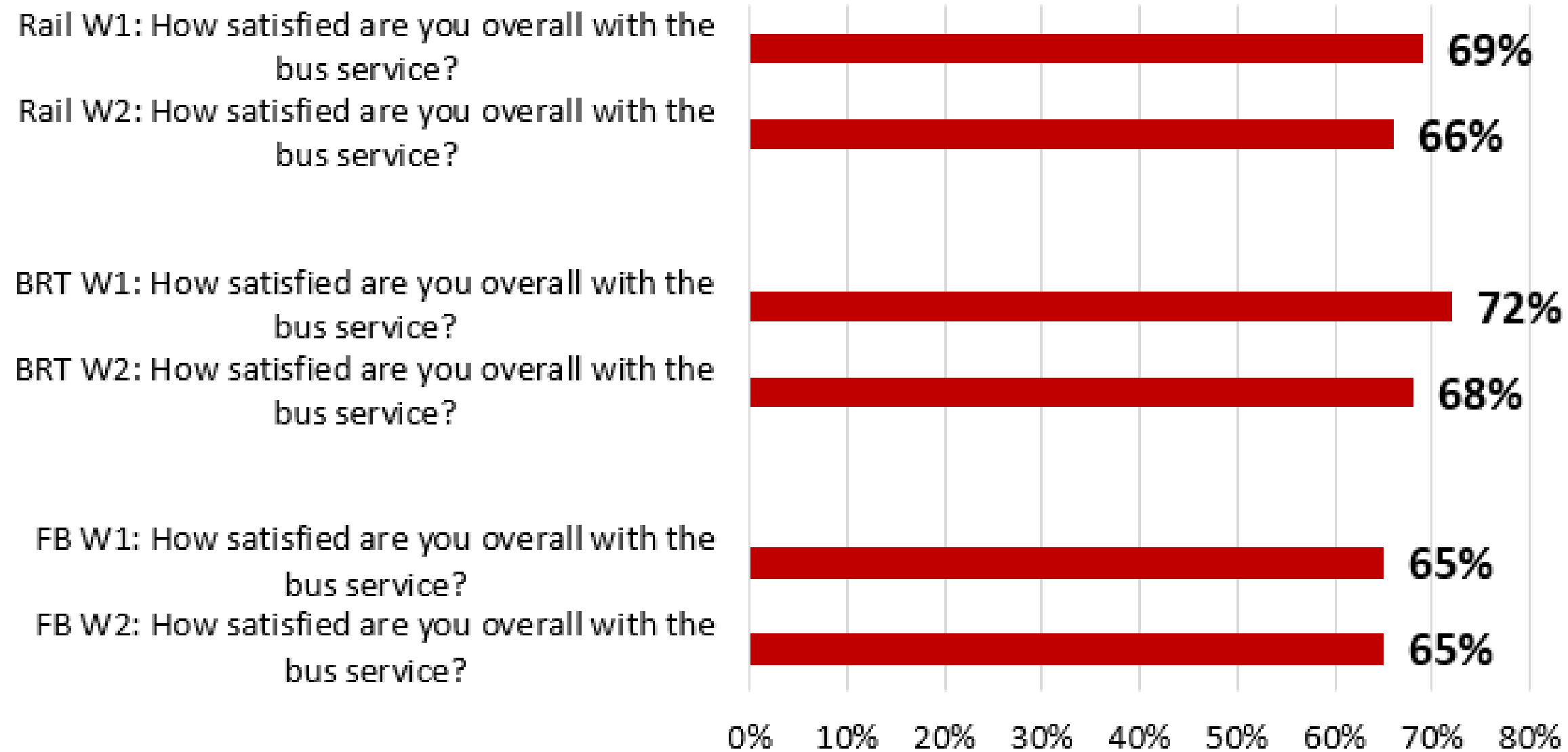


# Trends



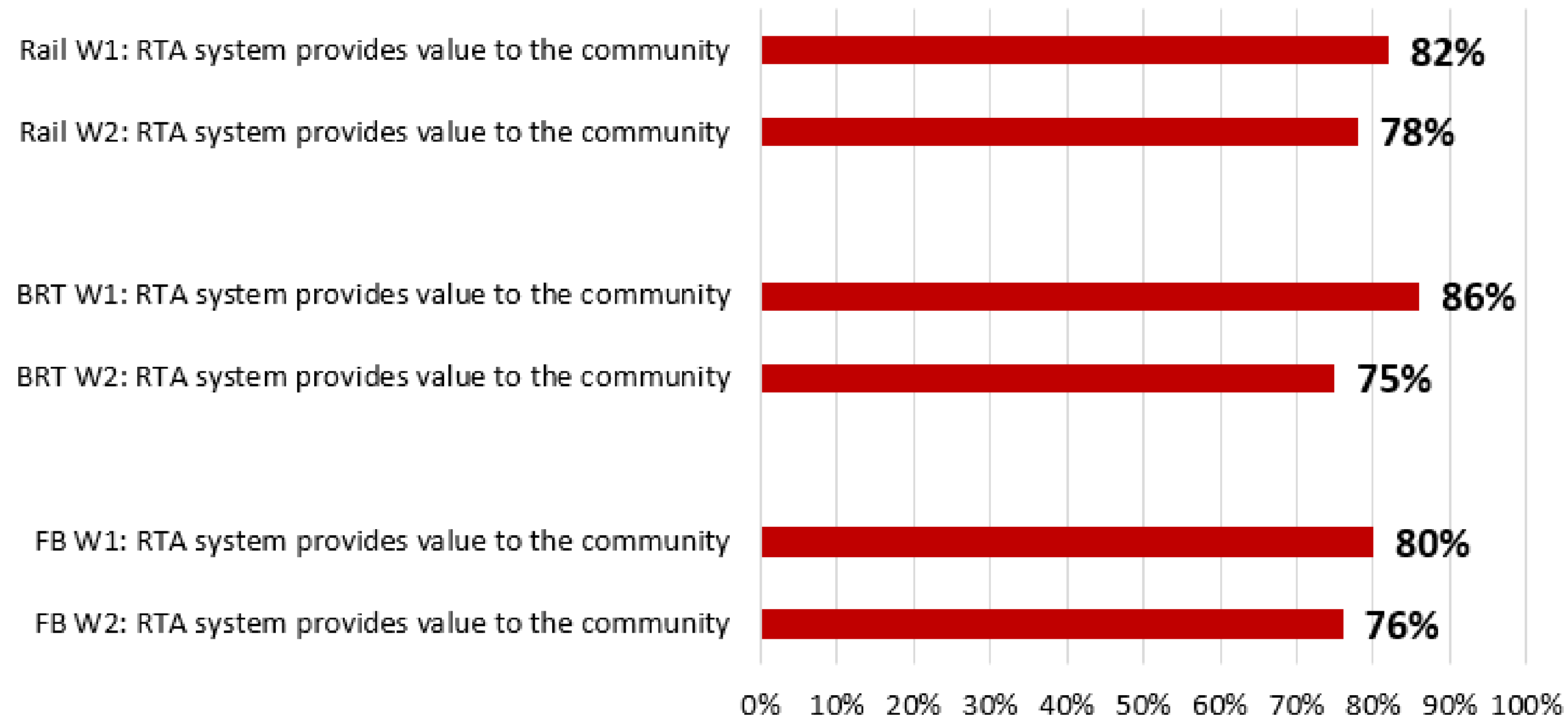
# Satisfaction

## Overall Satisfaction



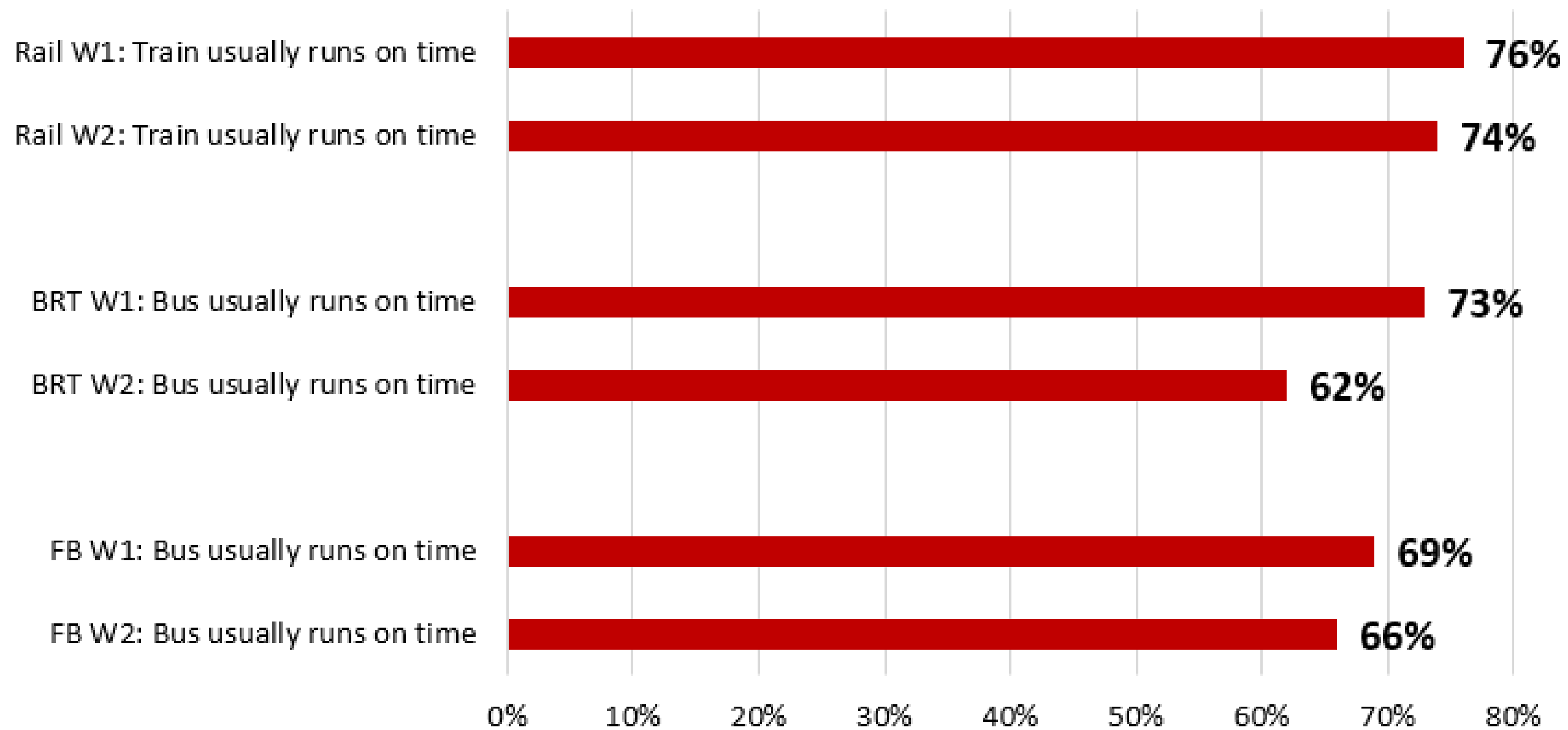
# Community Value

## Community Value



# On-Time Performance

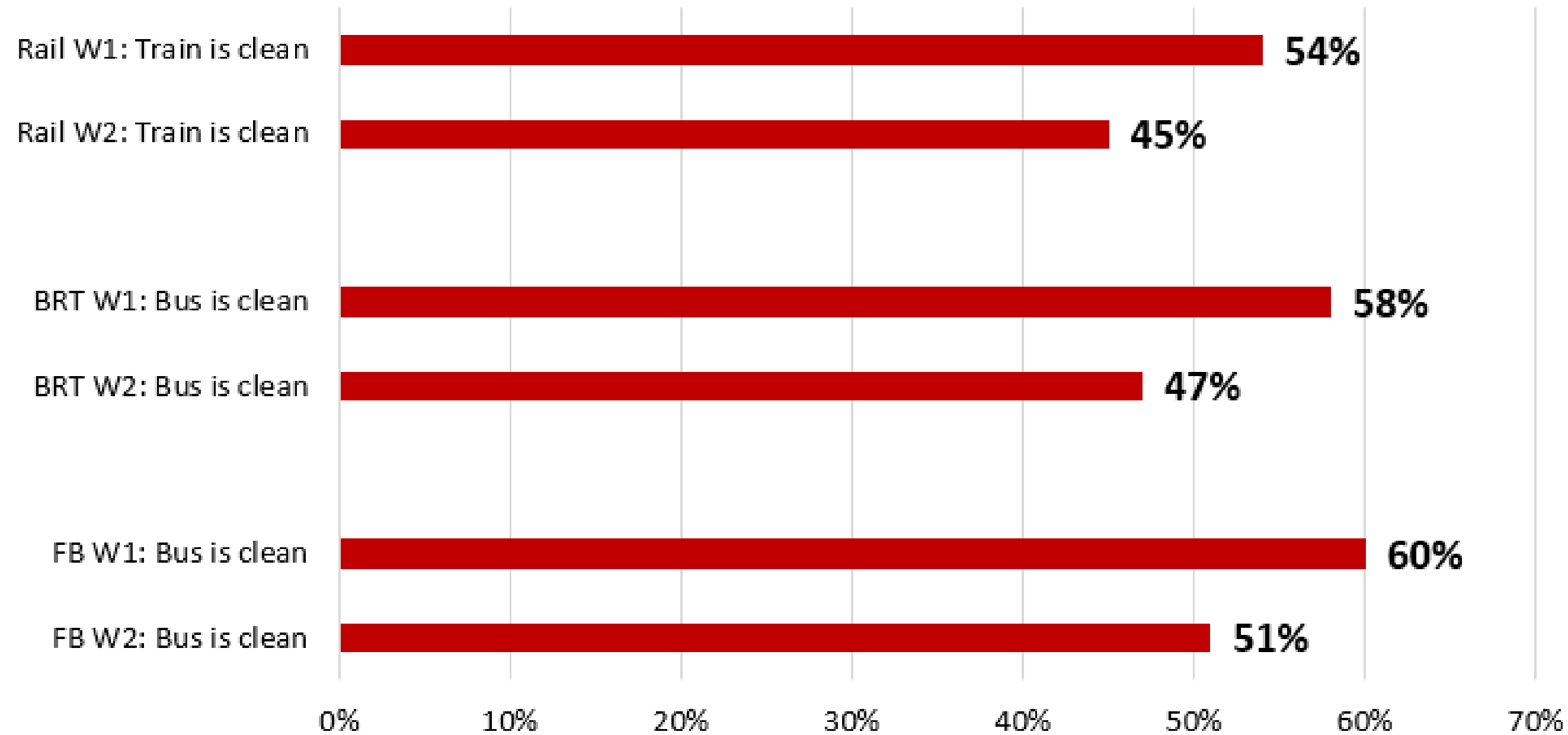
## On-Time Performance





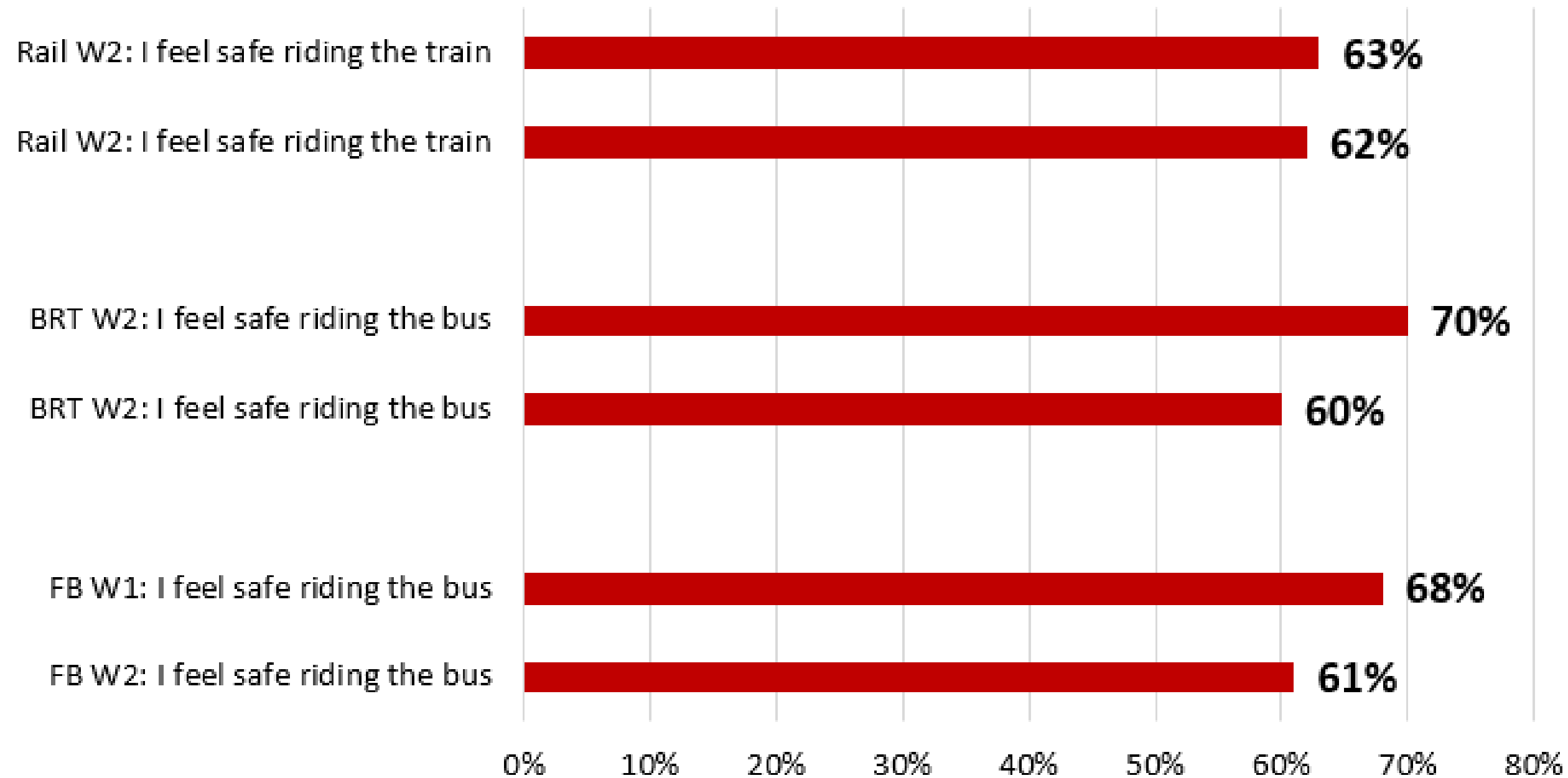
# Cleanliness

## Cleanliness of Buses/Trains



# Safety

## Bus/Train Safety

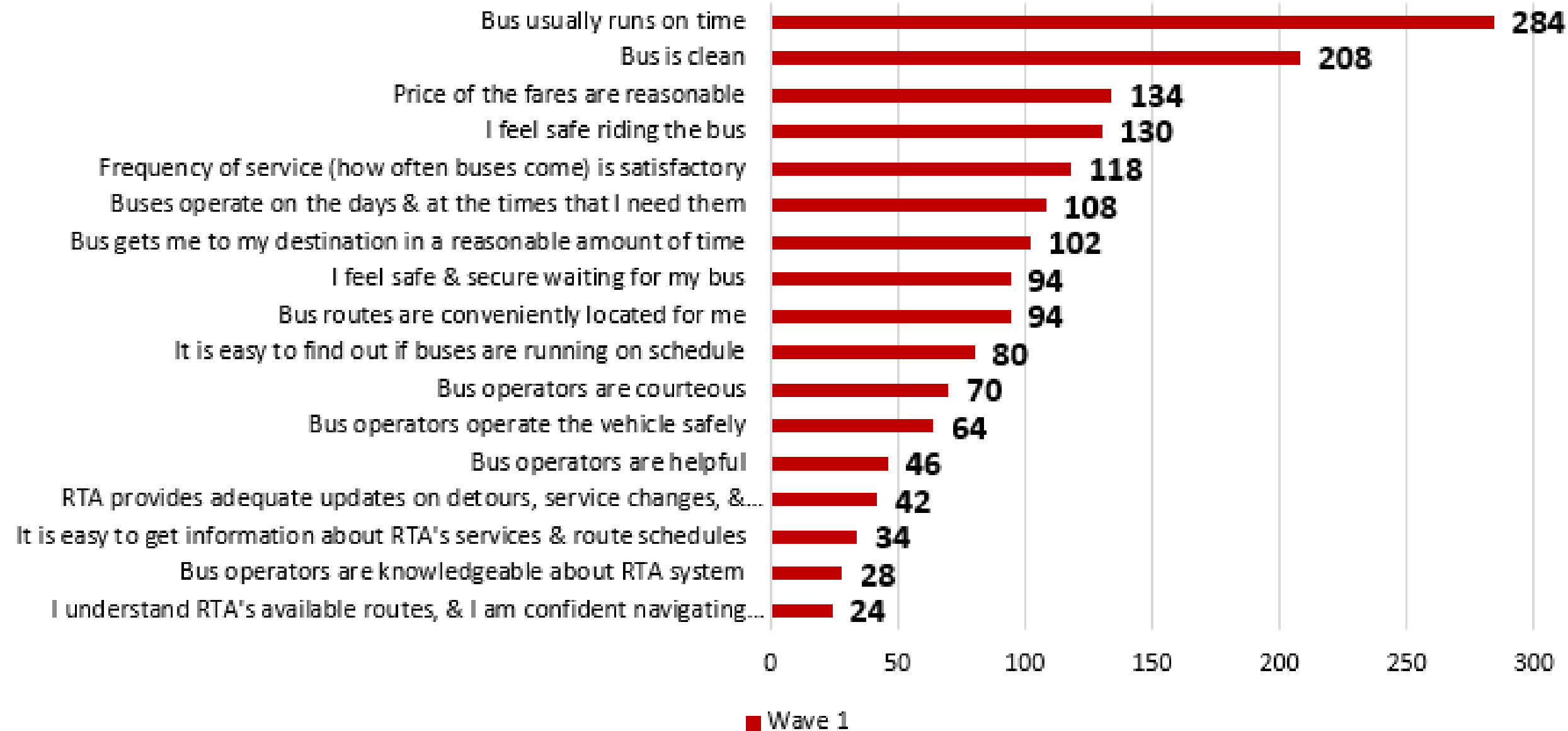




# Wave 1 Fixed Bus Importance Factors



## Importance Factors

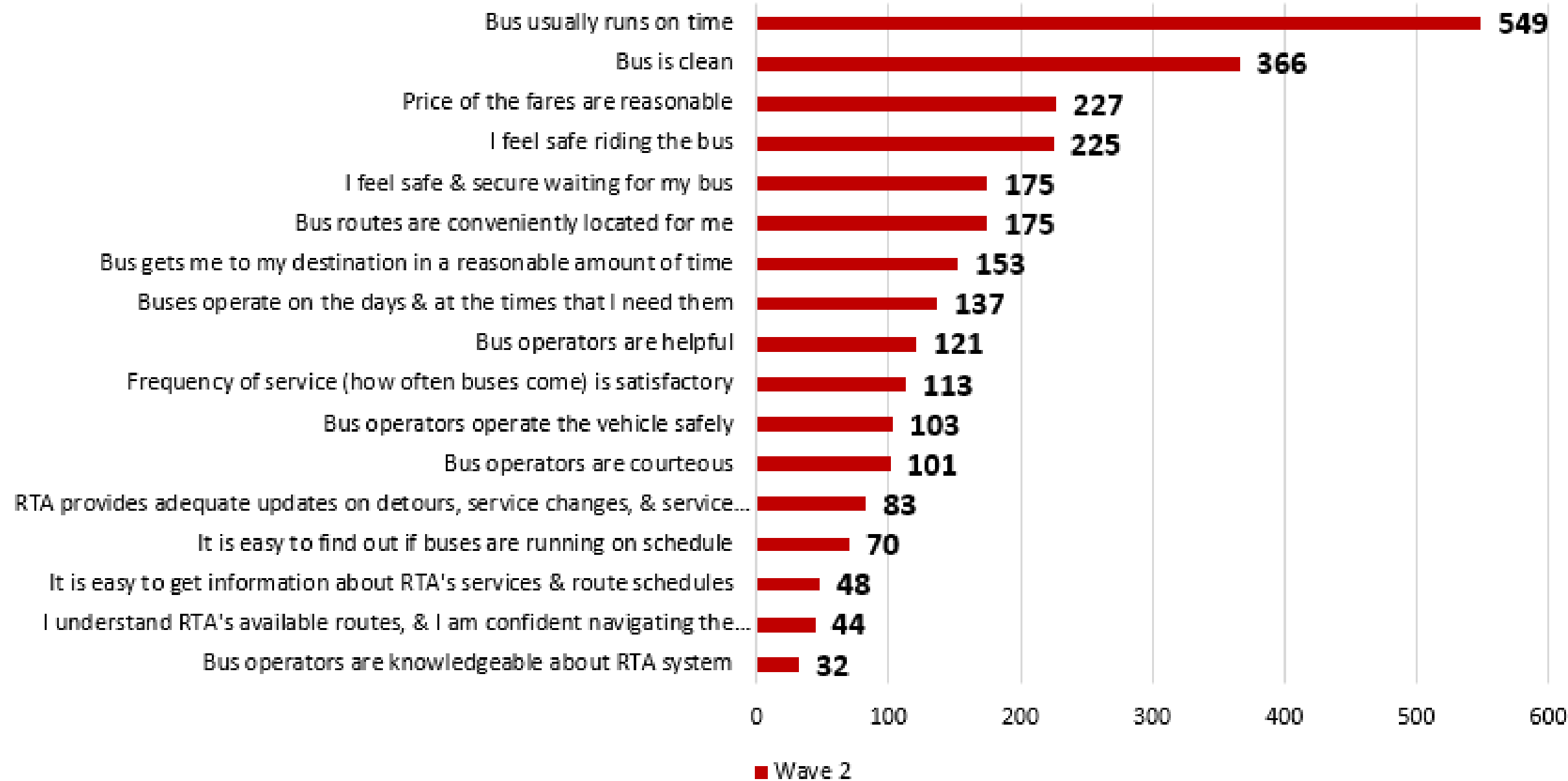




# Wave 2 Fixed Bus Importance Factors



Importance Factors

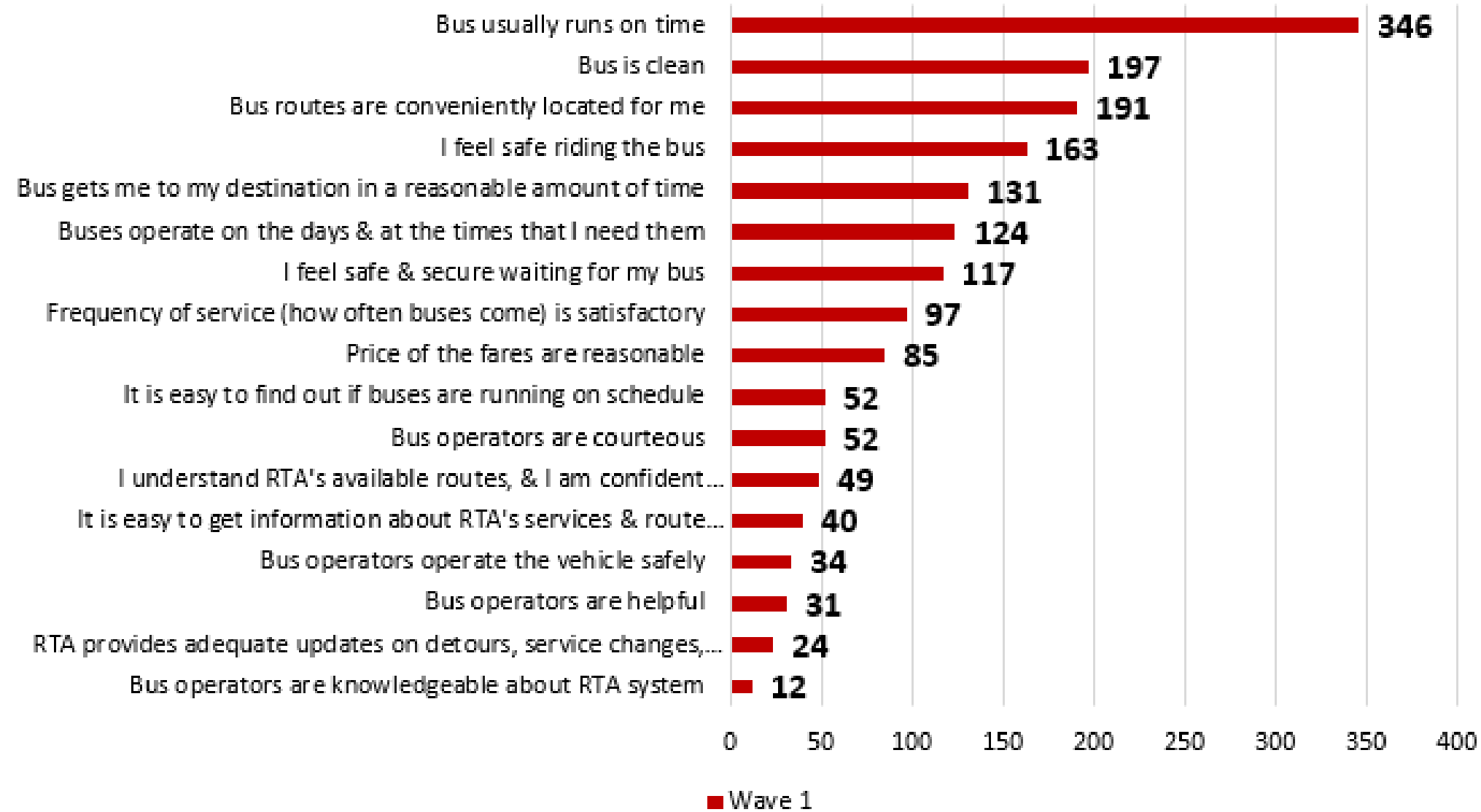




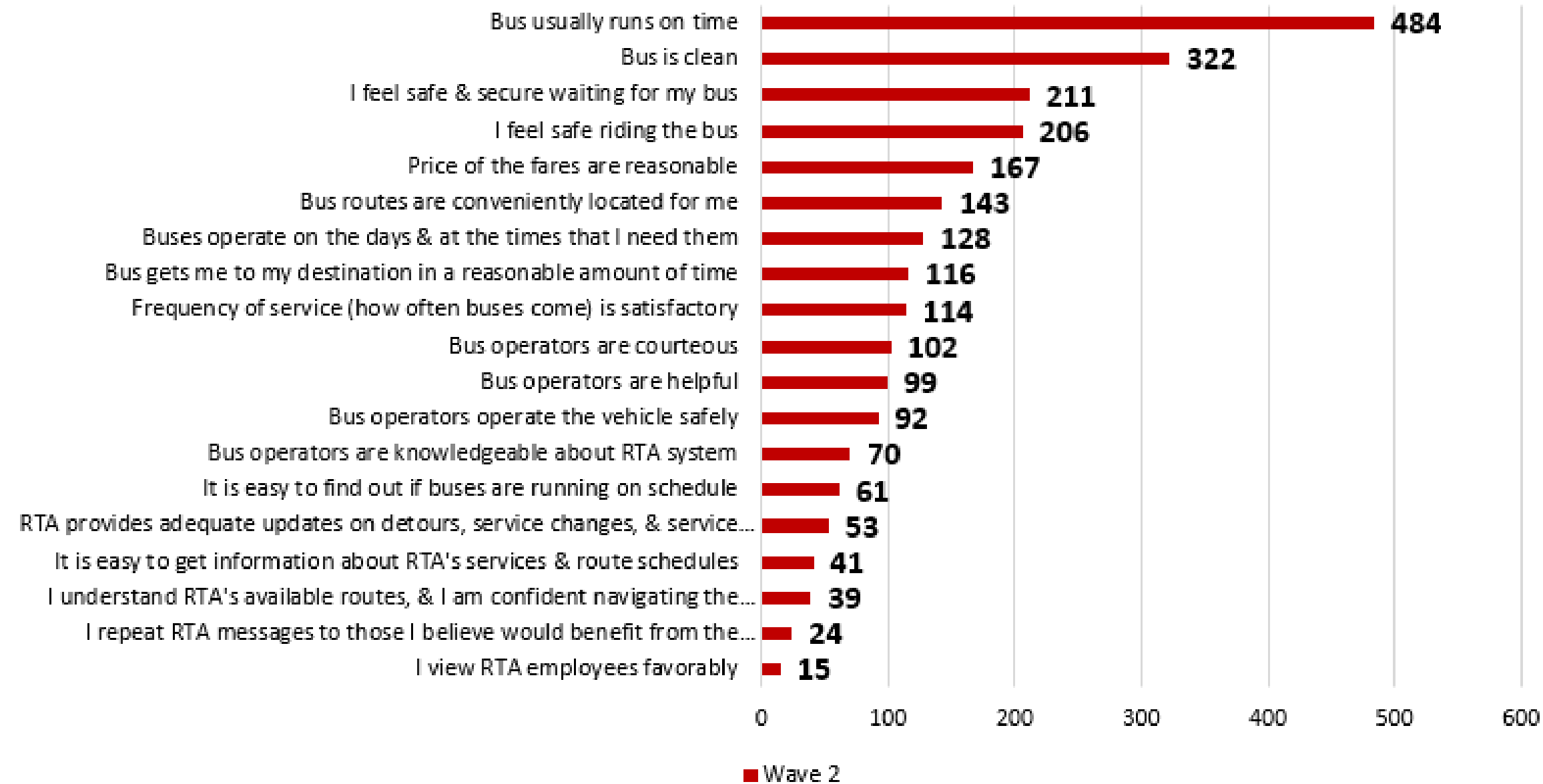
# Wave 1 BRT Importance Factors



## Importance Factors



## Importance Factors

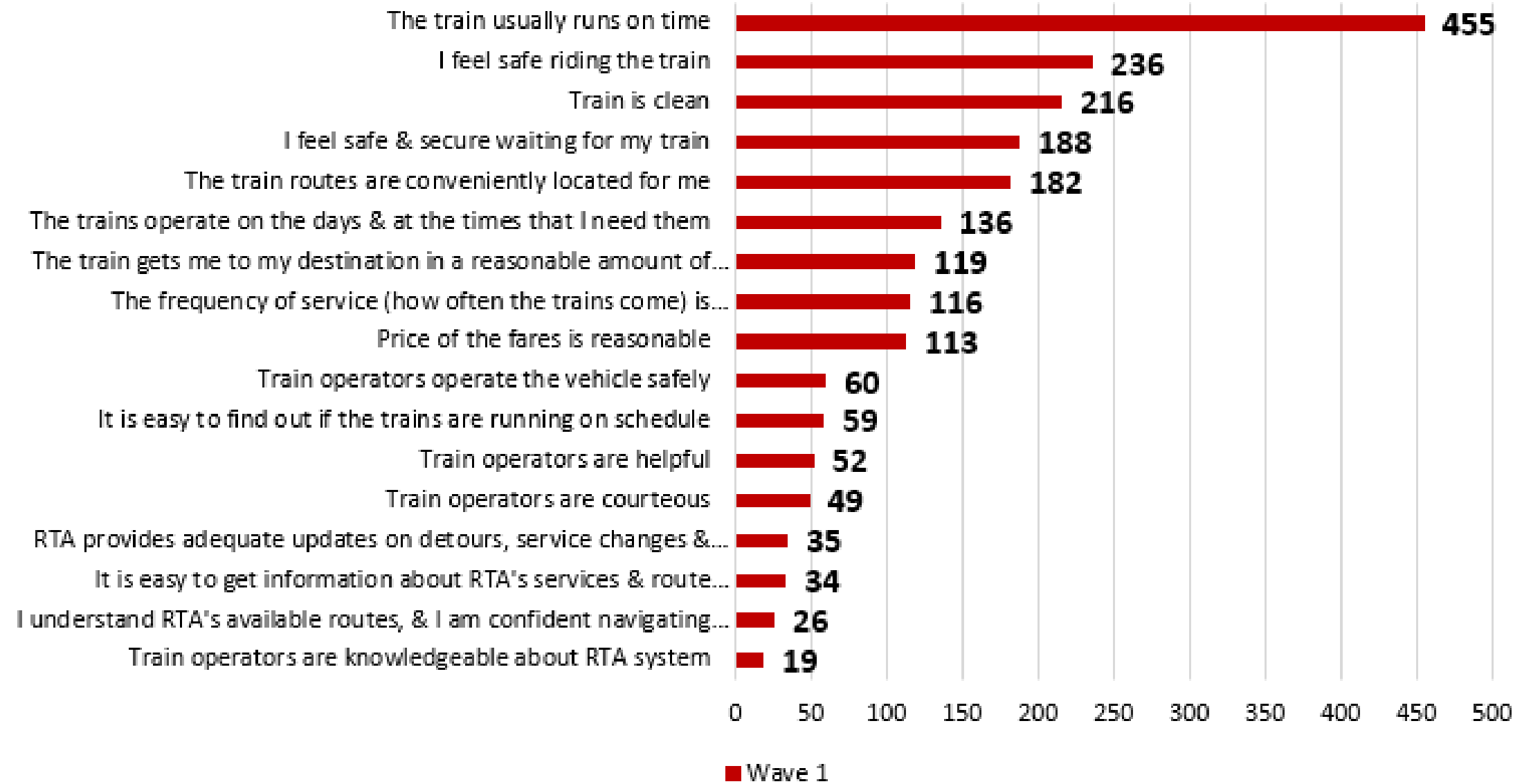




# Wave 1 Rail Importance Factors



## Importance Factors

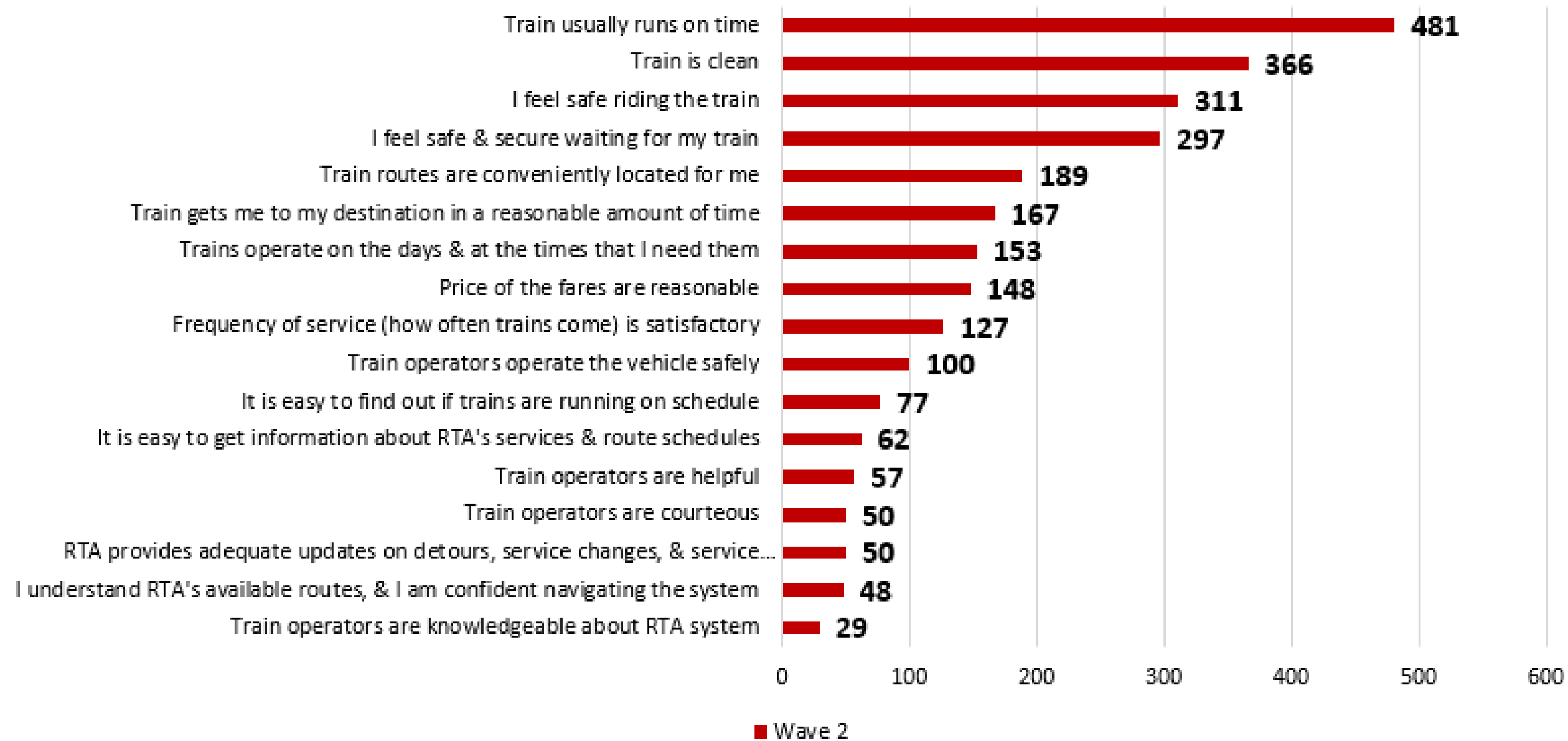




# Wave 2 Rail Importance Factors



## Importance Factors





# Paratransit





# Paratransit Results Overview

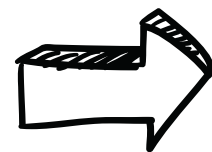


**3 out of 4** customers who contacted RTA had their issues resolved

**79%** of customers would recommend riding RTA paratransit

**88%** are satisfied with the overall performance of RTA's customer service staff.

## Customers MOST OFTEN agree...



I feel safe when boarding a vehicle (97%)



I can schedule for the time and date I need (97%)

## Top Most Important Elements of Paratransit service to customers

1. On-time performance
2. Safety while riding
3. Resolving complaints
4. Fare price

# **Customer Characteristics**

*Paratransit Service*

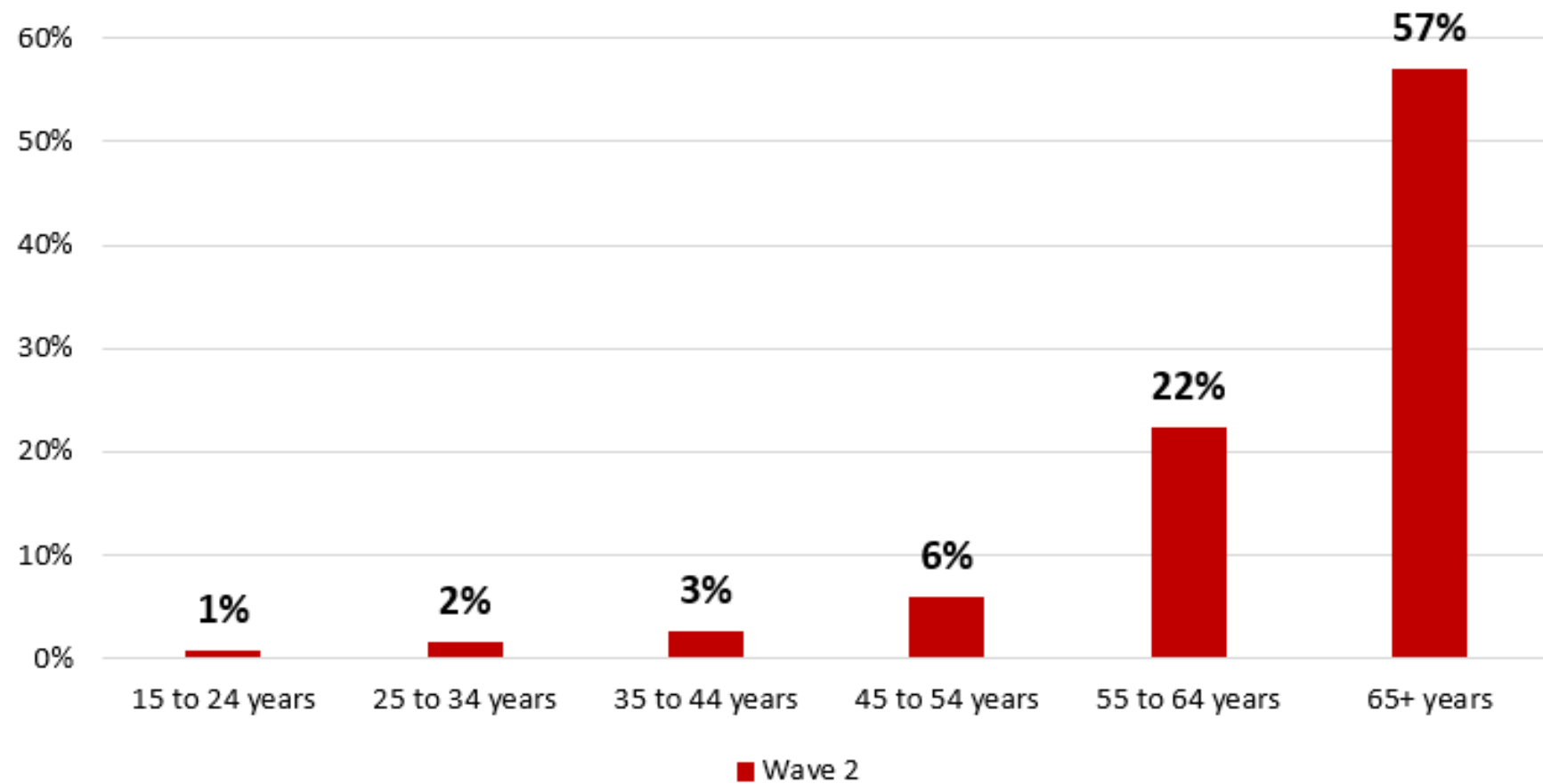


# Customer Characteristics

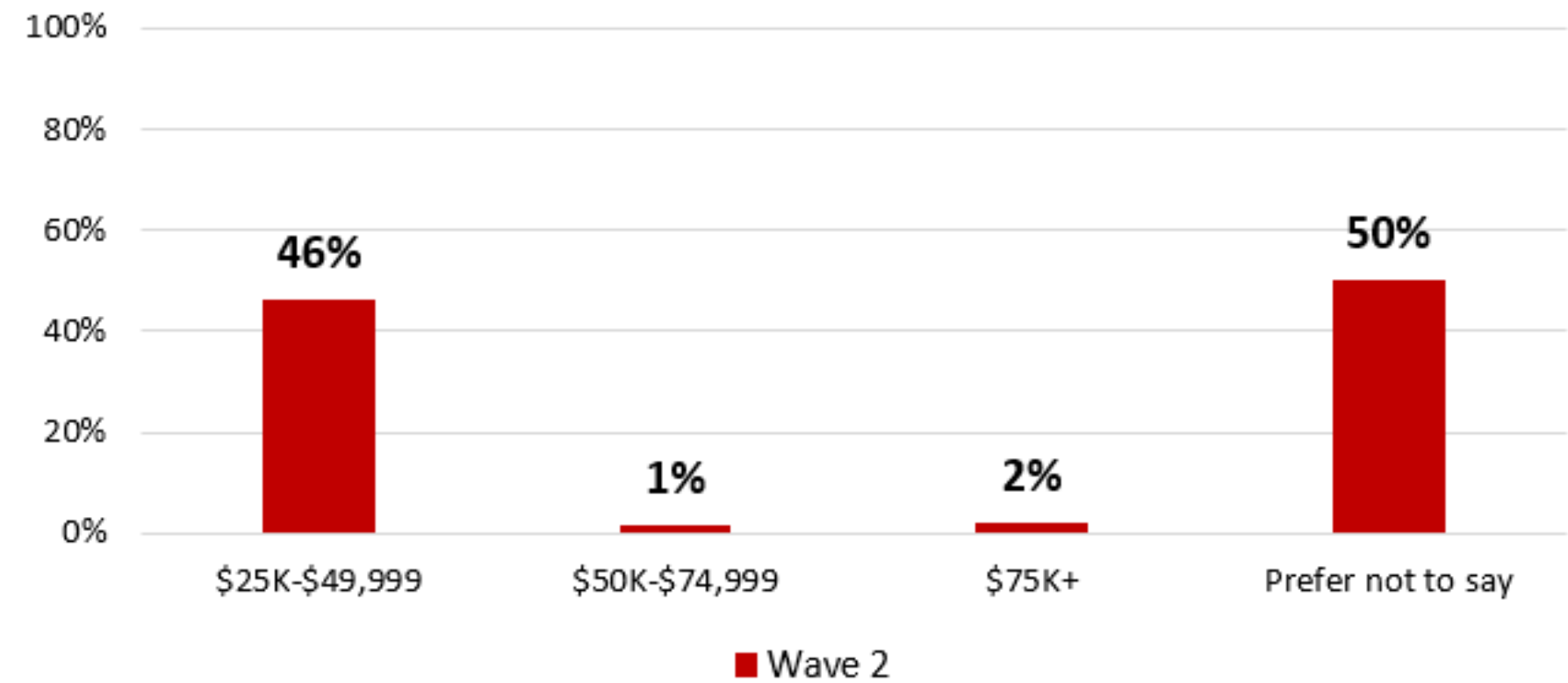


- 57% of Paratransit customers are 65+ years old
- 46% of respondents make less than \$50,000

What is your age?



What category best describes your total annual household income?

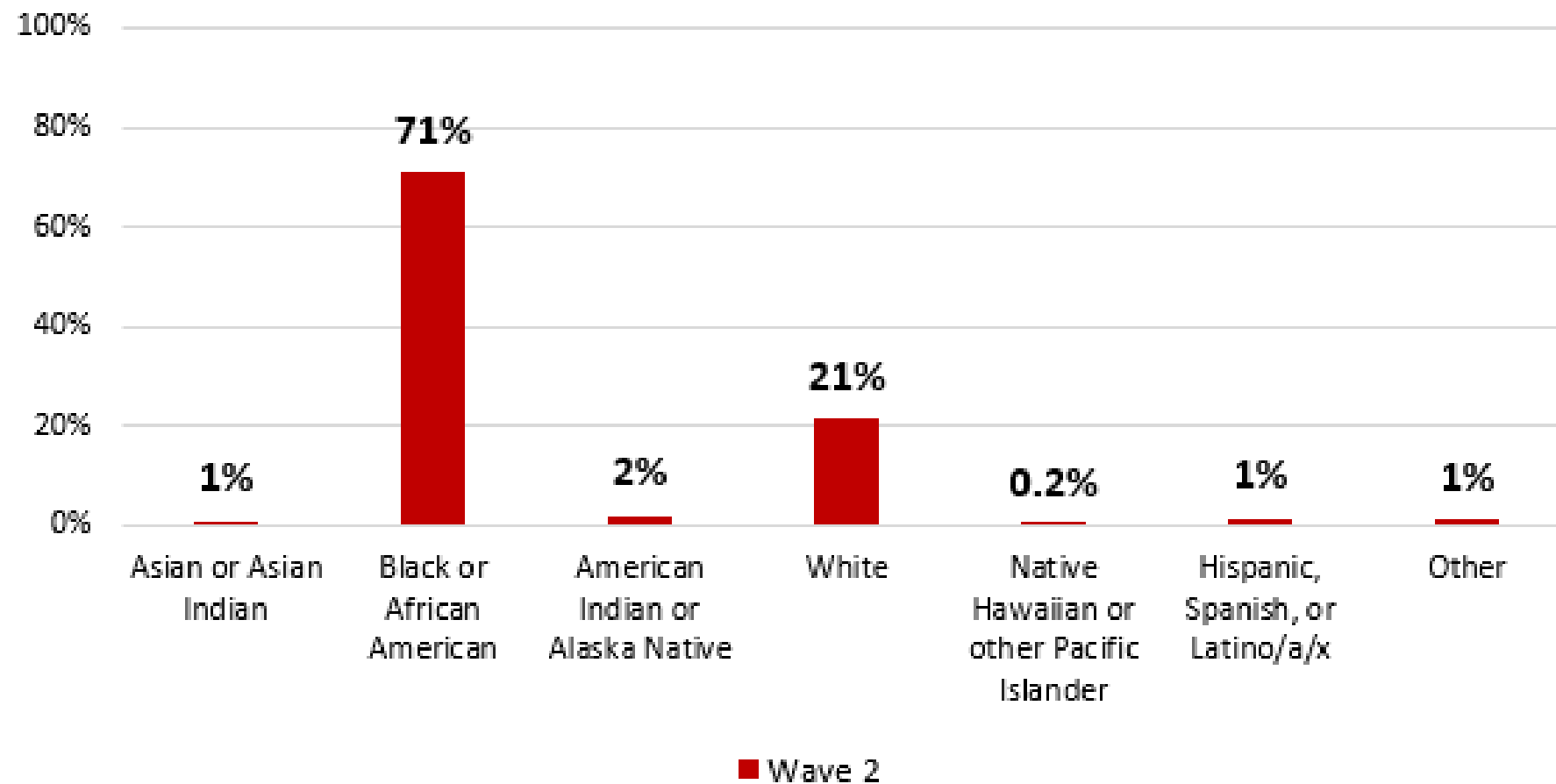




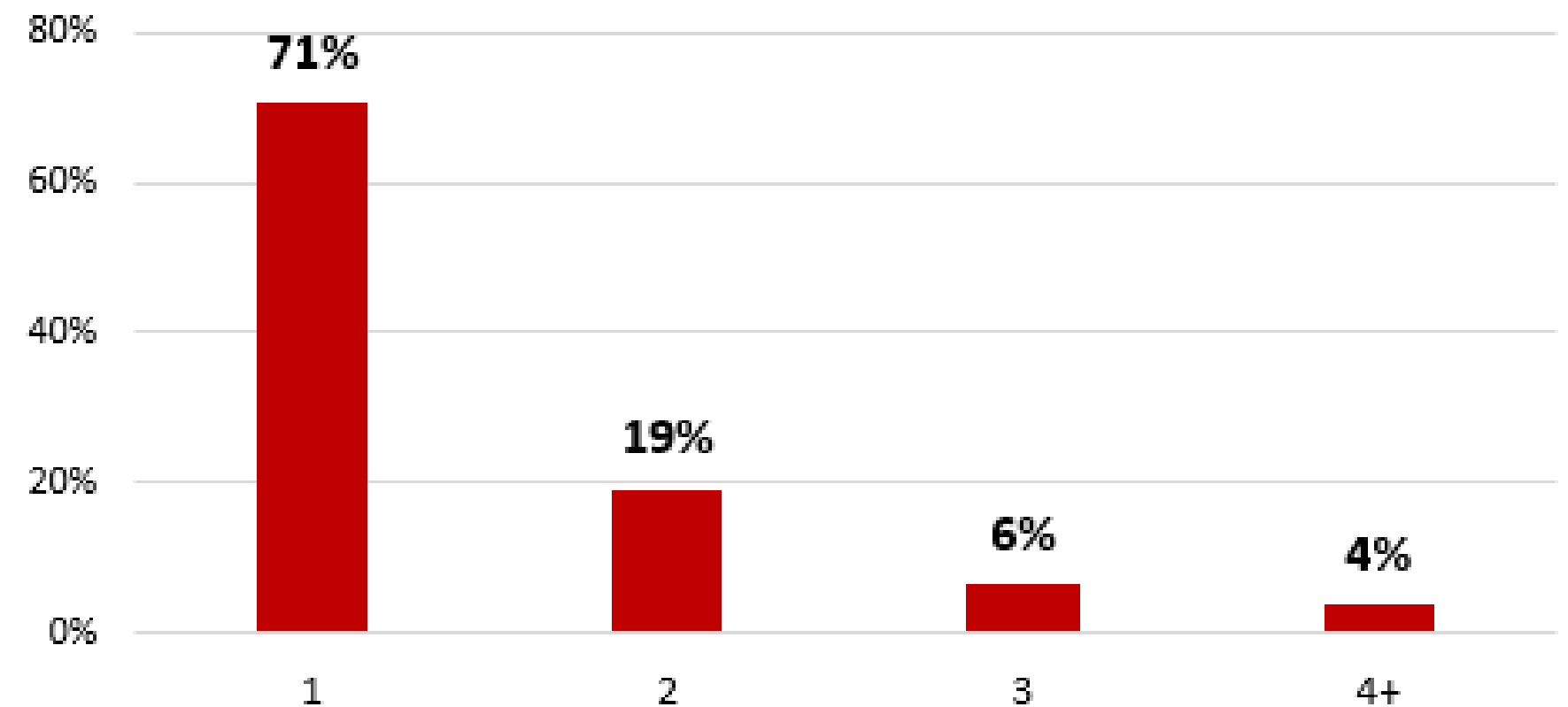
# Customer Characteristics

- 71% of Paratransit customers are Black/African American
- 71% of Paratransit customers live alone

What is your race/ethnicity?



Including yourself, how many people live in your household?

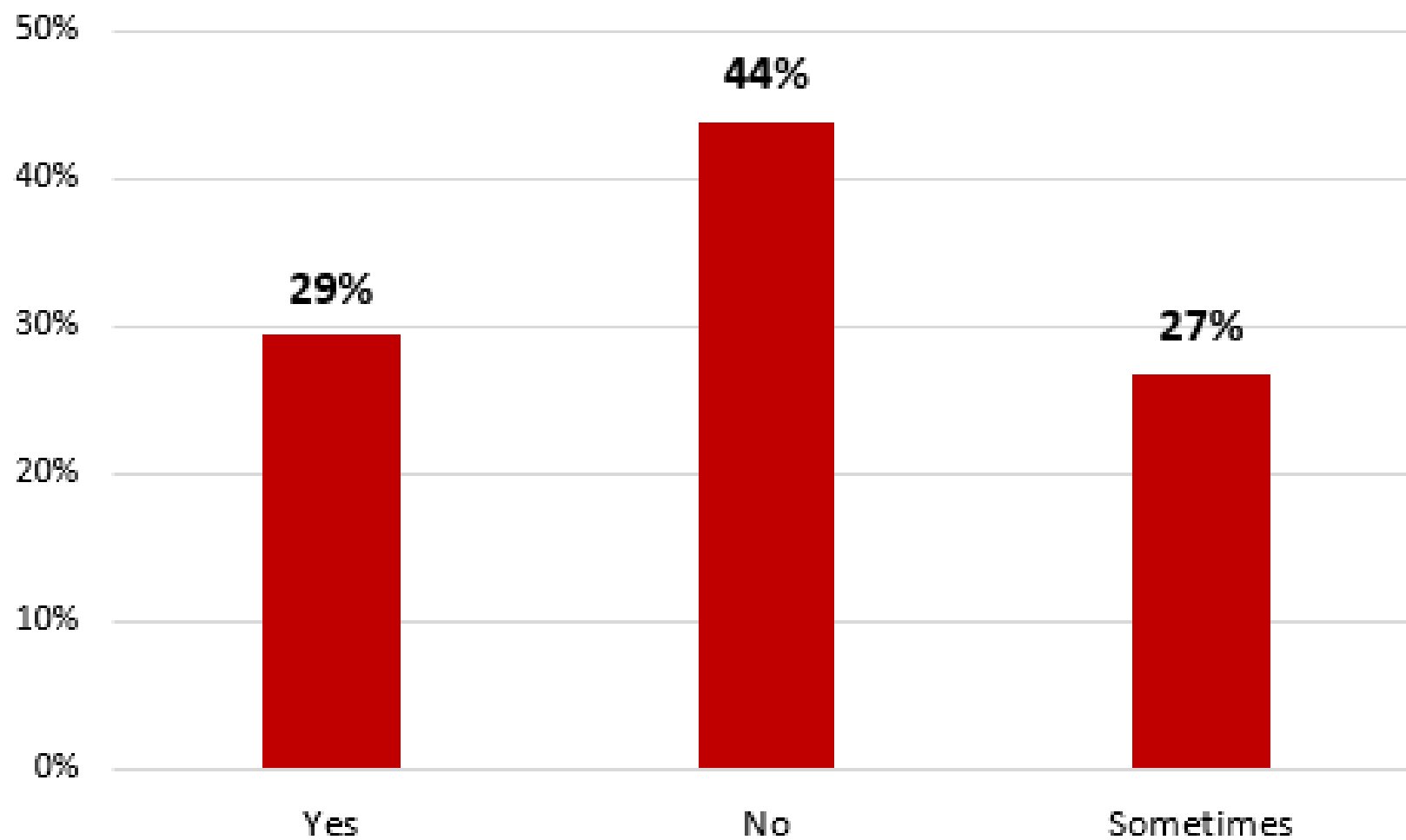




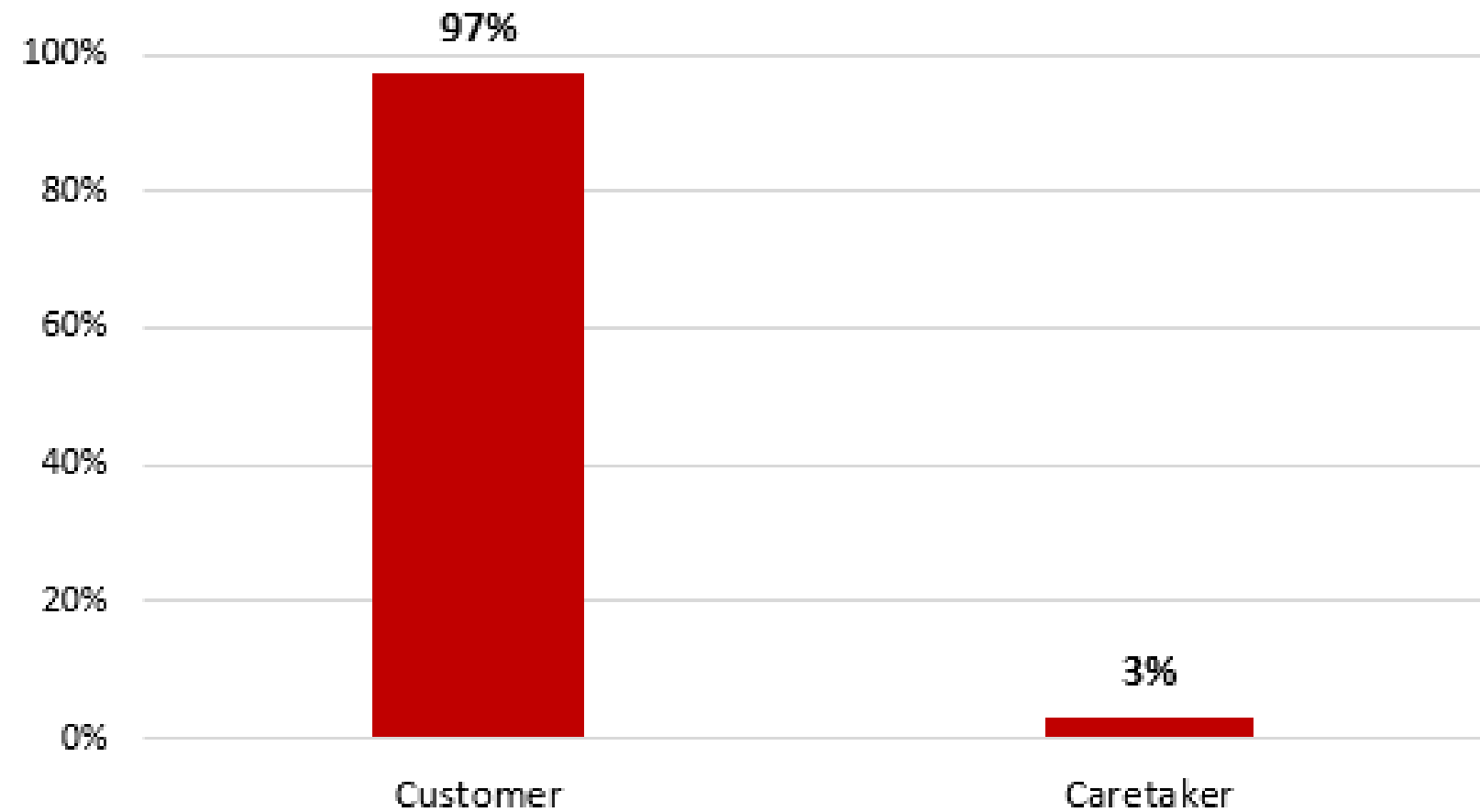
# Customer Characteristics

- 29% of Paratransit customers always require a PCA.
- 27% of Paratransit customers sometimes require a PCA.

**Do you require a Personal Care Assistant (PCA) to travel with you?**



**Are you the customer using RTA Paratransit, or are you the caretaker or family member of the Paratransit customer?**

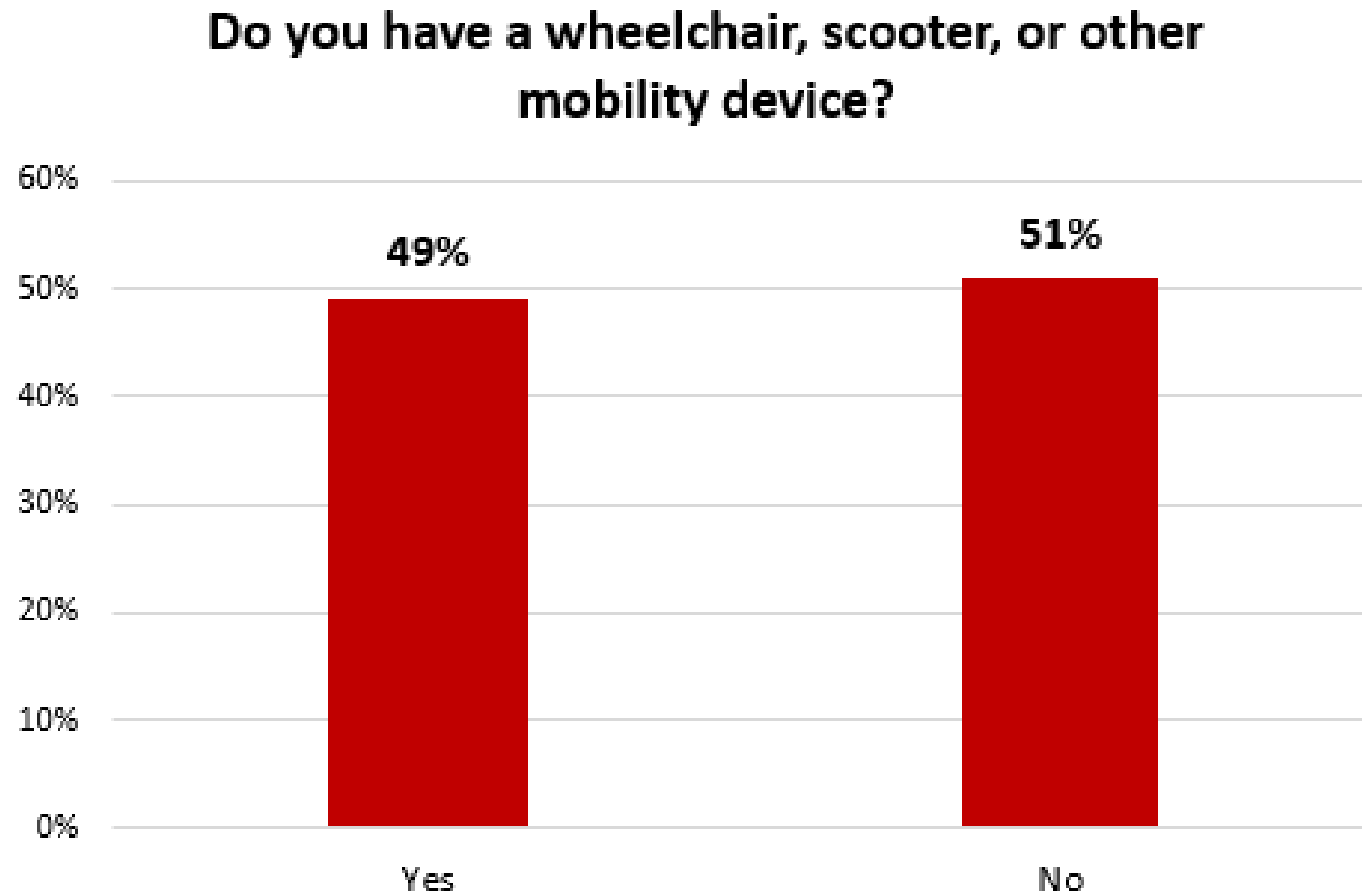




# Customer Characteristics



- Almost half (49%) of Paratransit customers have a mobility device

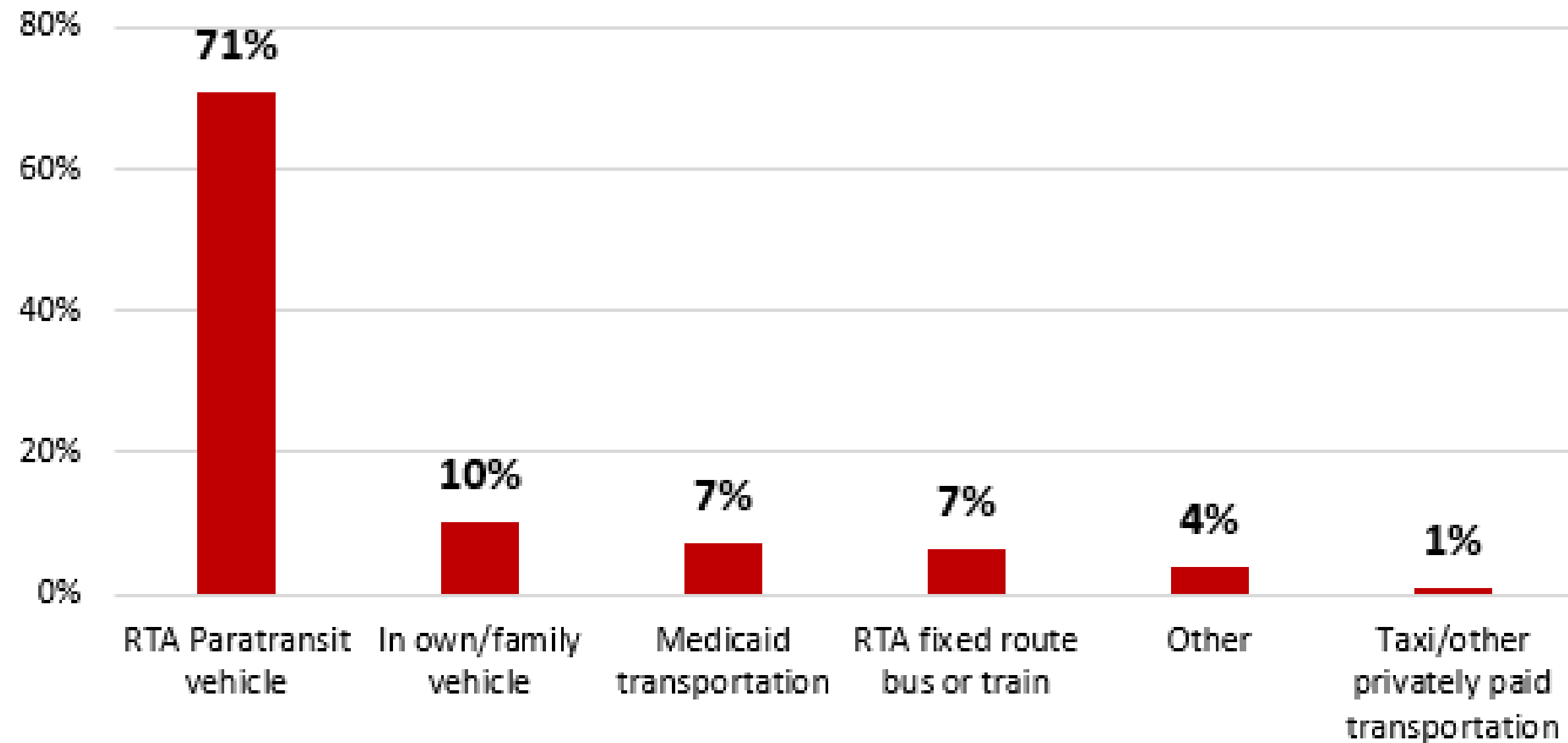




# PARA Trip Mode

- 71% of Paratransit customers use Paratransit vehicles to make most of their trips.

### How do you take most of your trips?



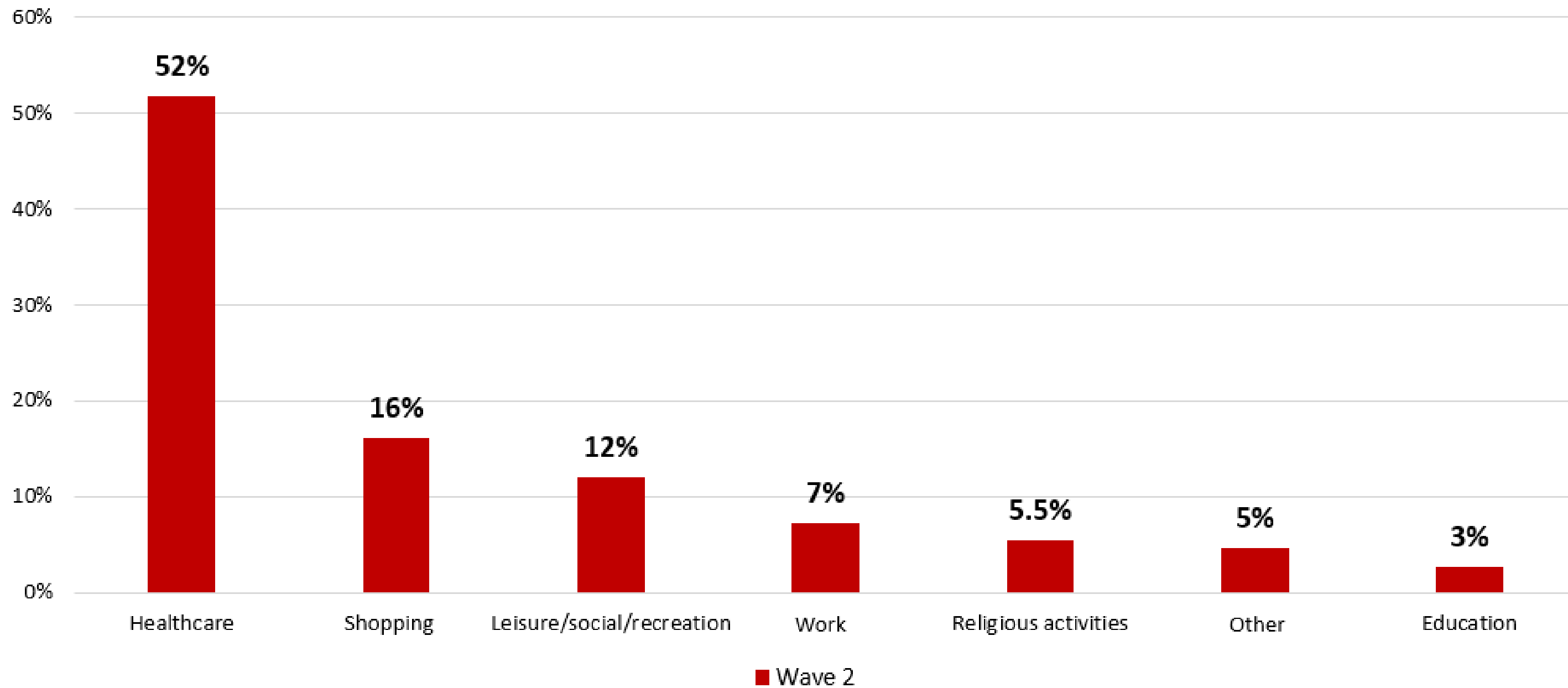




# Trip Purpose

- 52% of Paratransit customers use Paratransit most often for healthcare.

What type of trip do you take most often on RTA Paratransit?



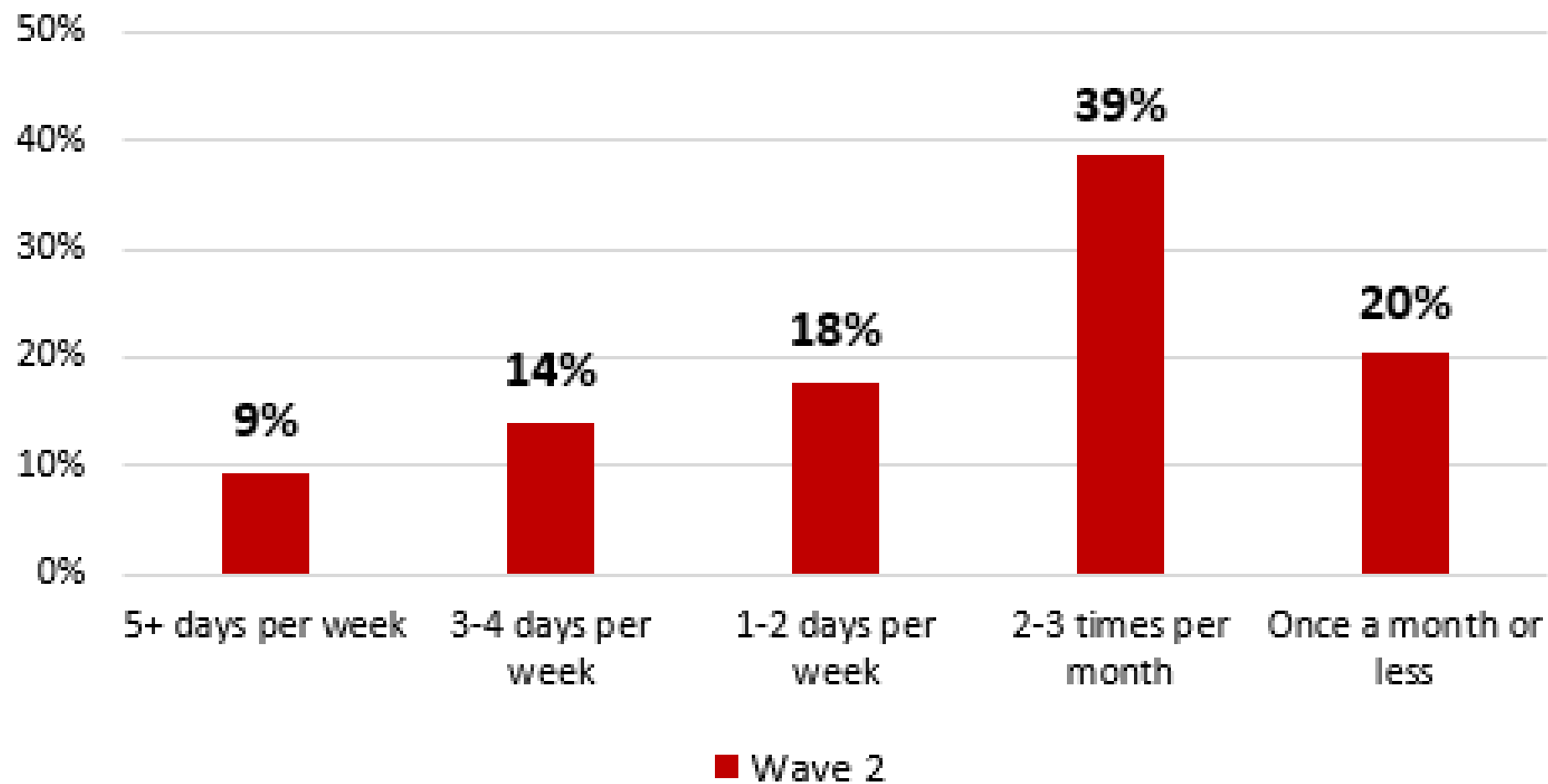


# Trip Frequency

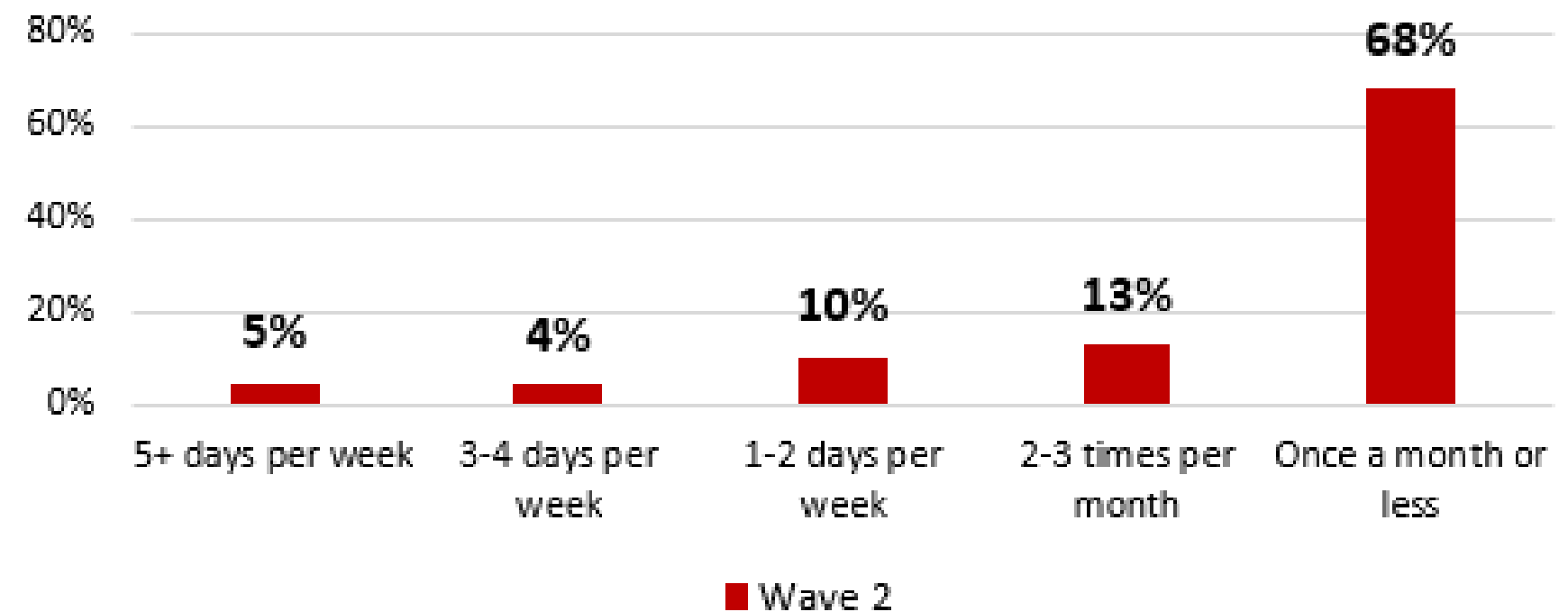


- 39% of Paratransit customers take Paratransit 2-3 times per month.
- 68% of Paratransit customers ride other RTA services once a month or less.

How often do you take RTA Paratransit trips?



How often do you ride other RTA services such as fixed route buses, the Healthline, or Red/Blue/Green Lines?



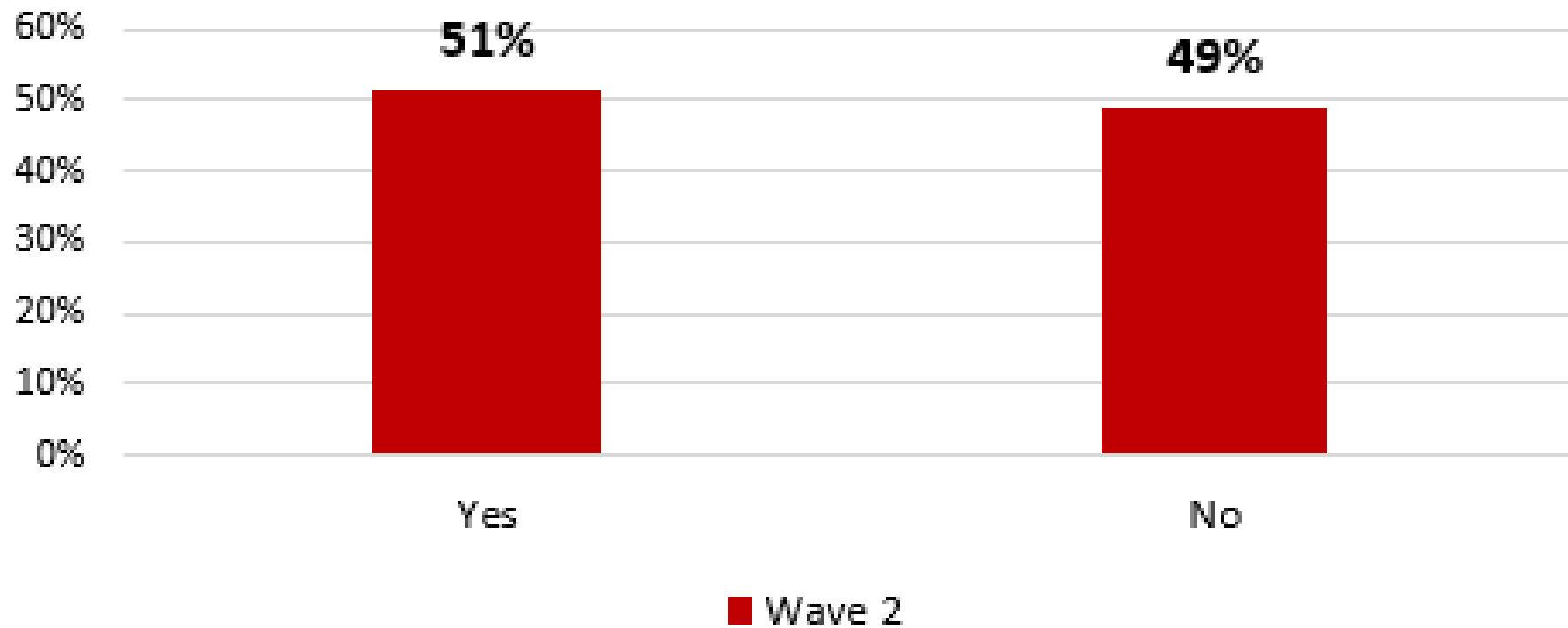


# Policy Questions

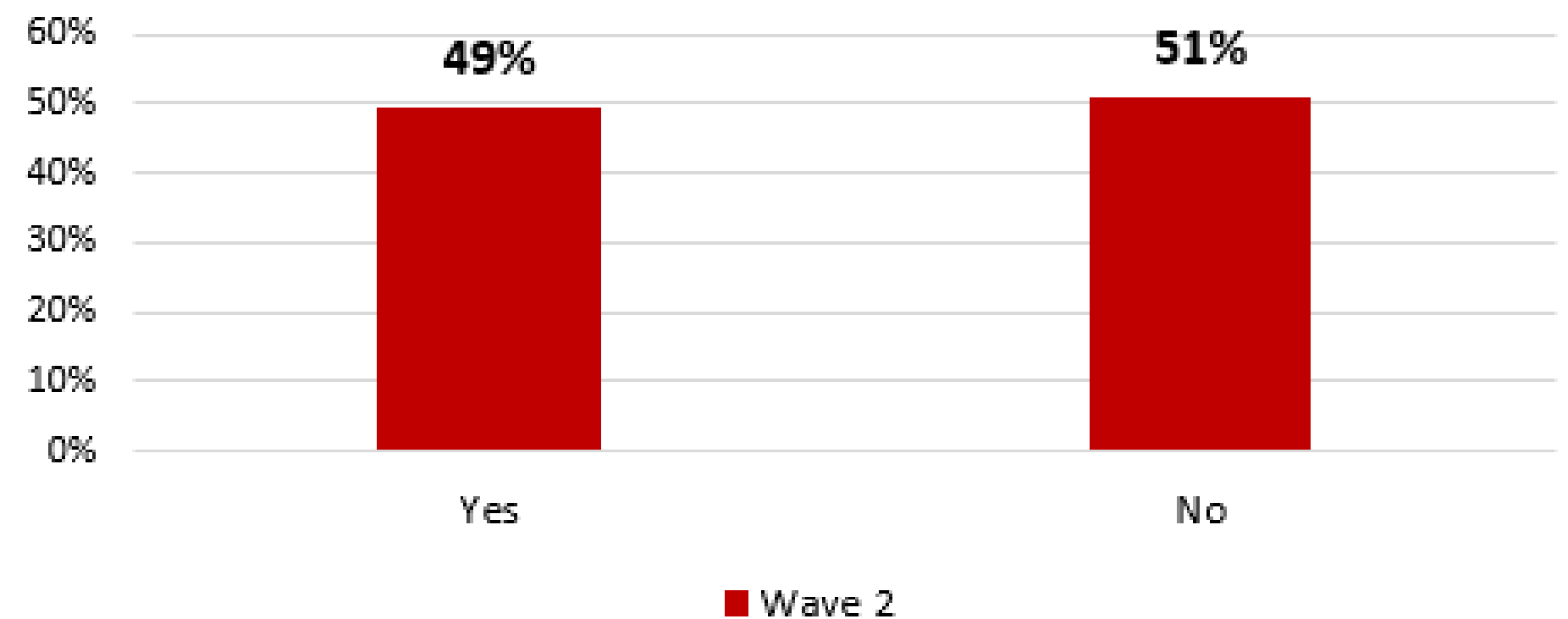


- 51% of respondents would consider a free fixed route or train ride with a travel trainer.
- 49% of respondents are aware of the Senior/Disabled fare for ADA customers.

**Would you consider taking a free ride on RTA fixed route bus or train escorted by an RTA travel trainer to help you?**



**Are you aware that ADA customers pay the Senior/Disabled cash fare of \$1.25 when using fixed-route service?**



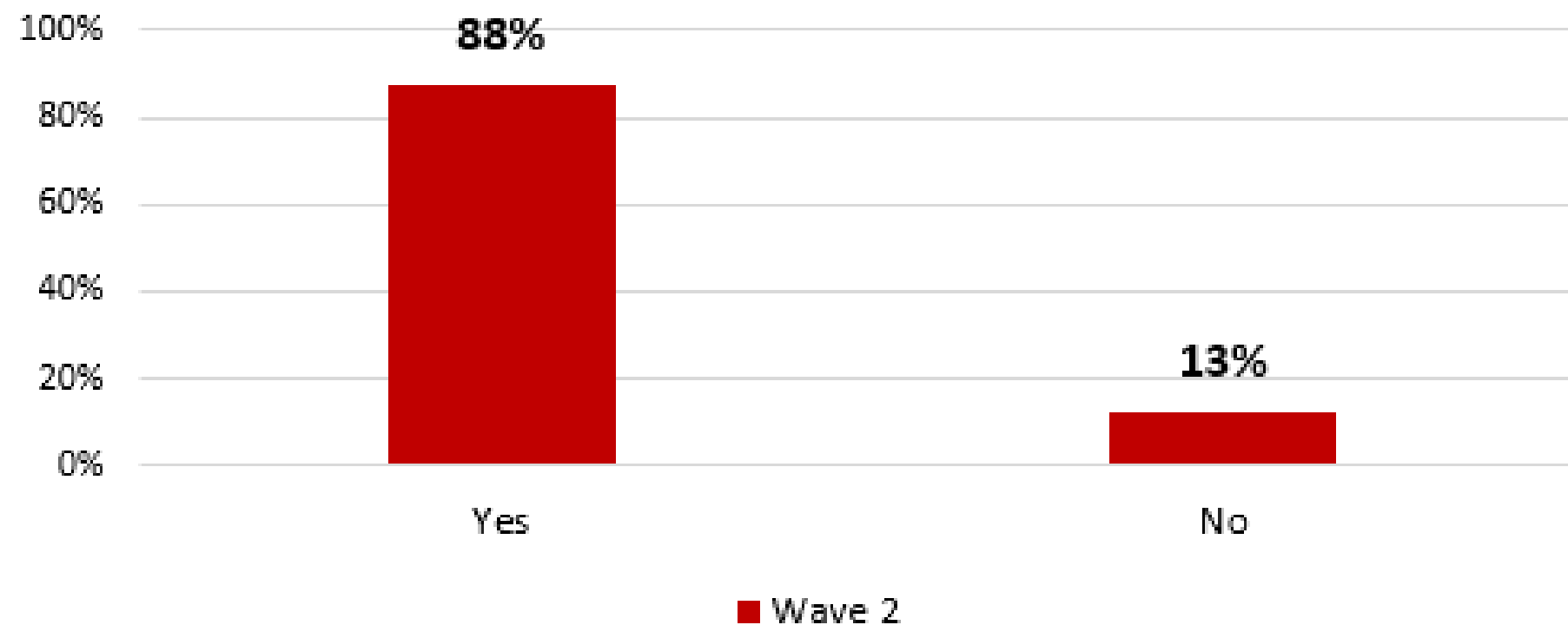


# Policy Awareness

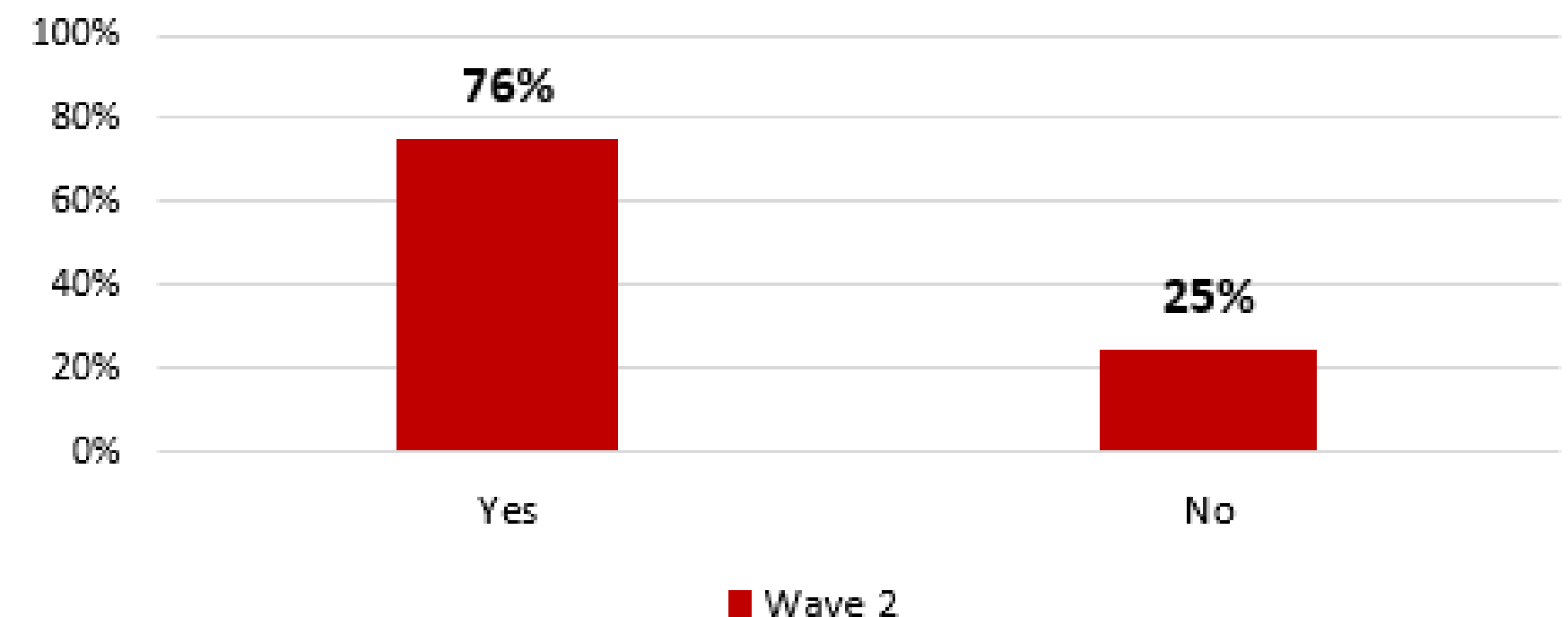


- 88% of respondents are aware of the No-Show policy.
- 76% of respondents are aware of the pickup window.

**Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?**



**Are you aware that the pickup window for trips you schedule is 10 minutes before and 20 minutes after the scheduled pickup time?**



# Customer Impressions

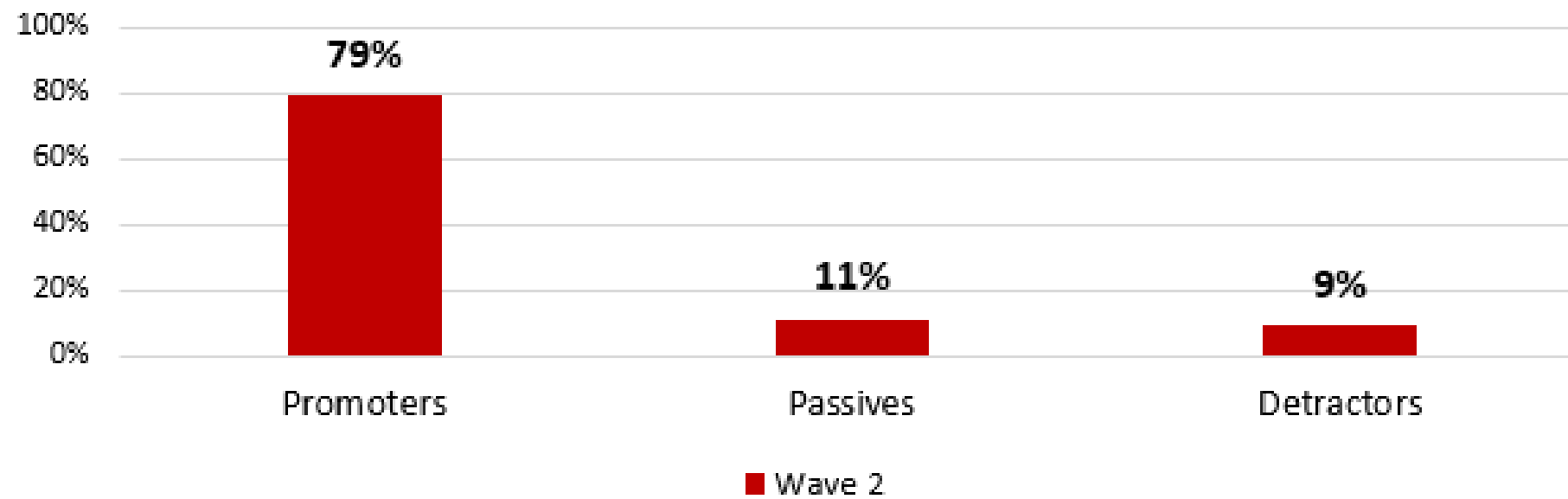
*Paratransit Service*



# Net Promoter Score (NPS)

## Paratransit Service

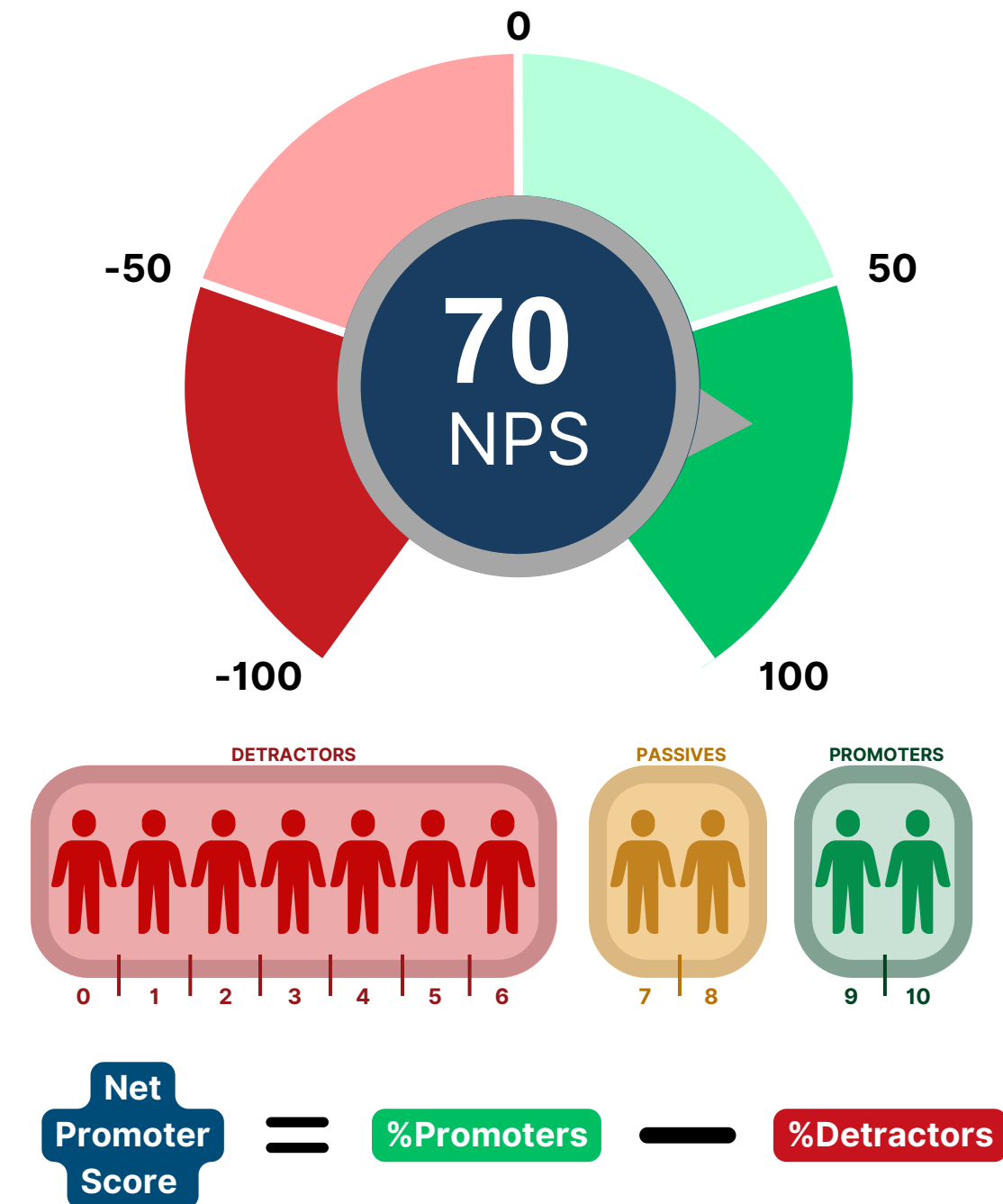
All things considered, how likely would you be to recommend riding RTA Paratransit to a friend or neighbor?



### Net Promoter Score



RTA's Paratransit NPS is influenced by the high number of promoters. There was a 5 point increase in NPS compared to the last wave.

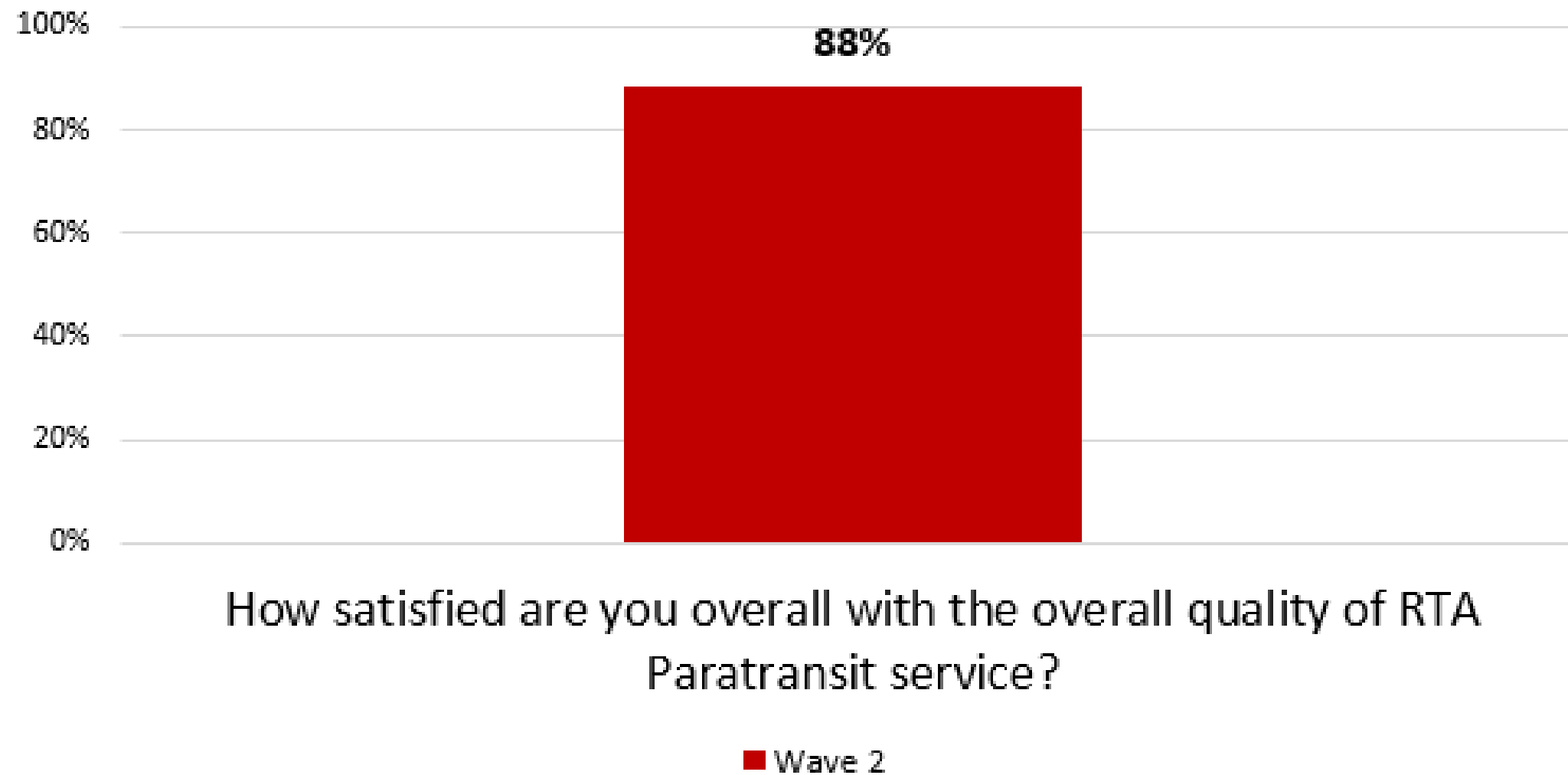




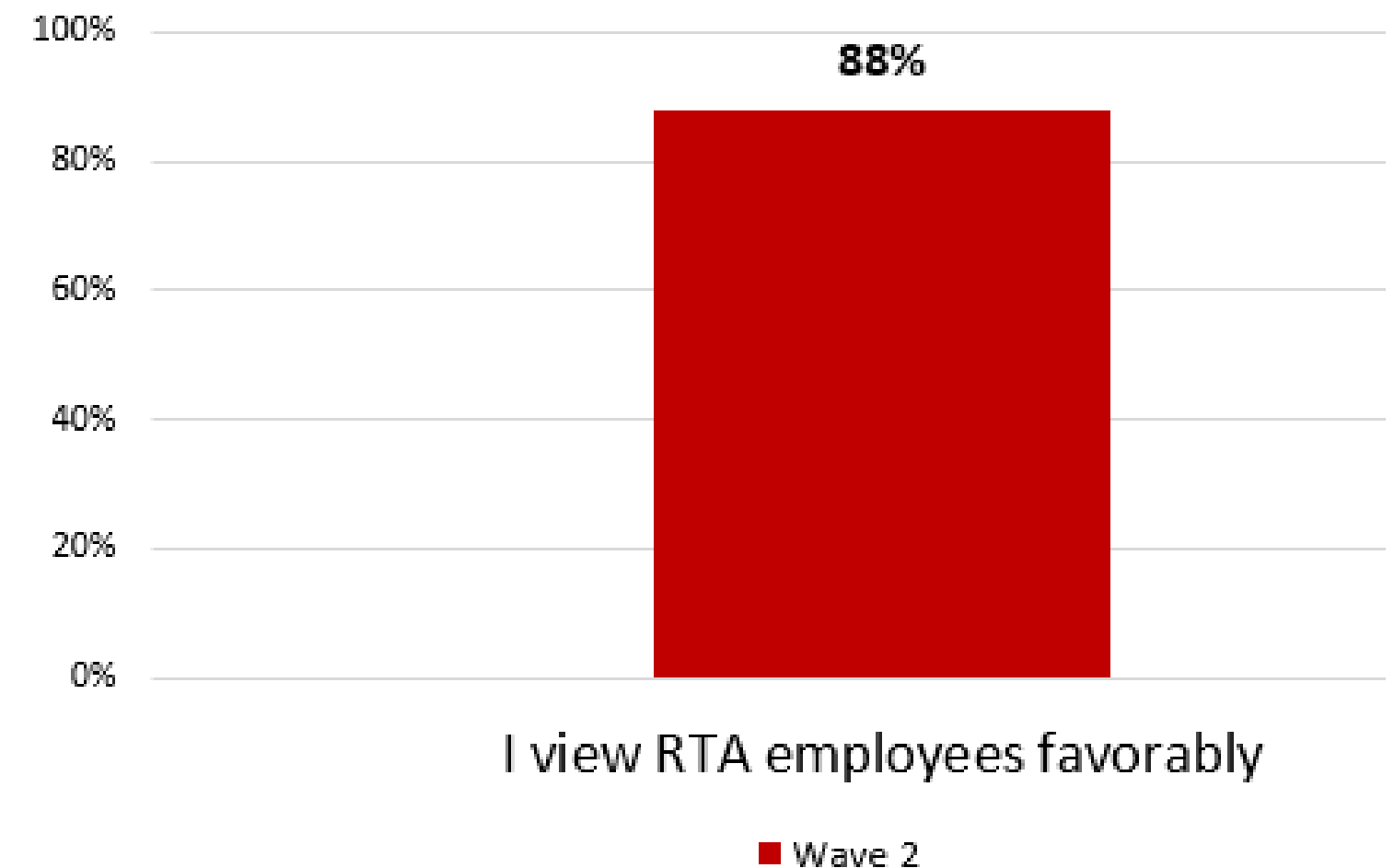
# Paratransit Satisfaction

- 88% of respondents are satisfied with the overall quality of RTA Paratransit service.
- 88% of respondents view RTA employees favorably.

### Overall Satisfaction with Paratransit Service



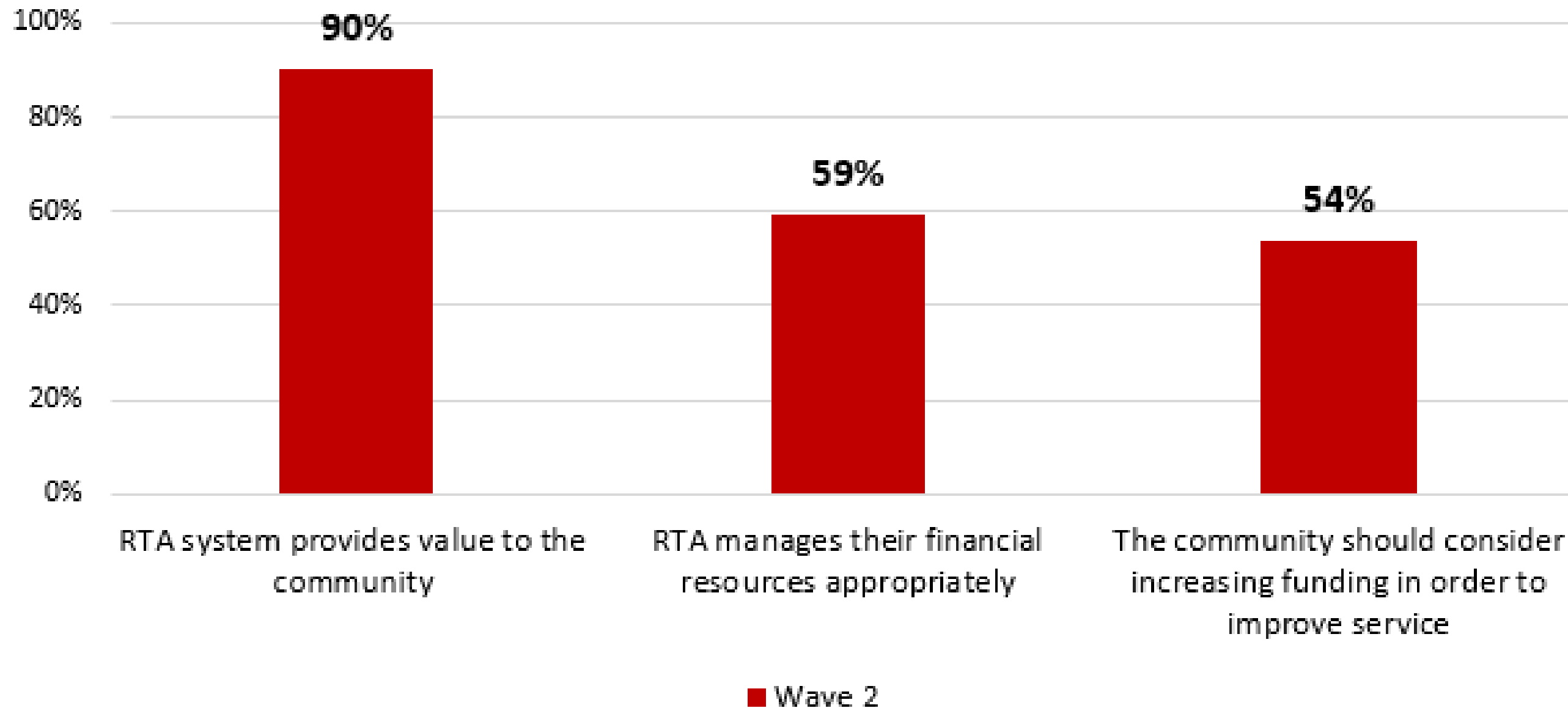
### Perception of RTA Employees



# Customer Perception of GCRTA

- 90% of respondents believe RTA provides value to the community.
- 54% of respondents believe funding should increase to improve service.

Community Value | Financial Resources | Funding





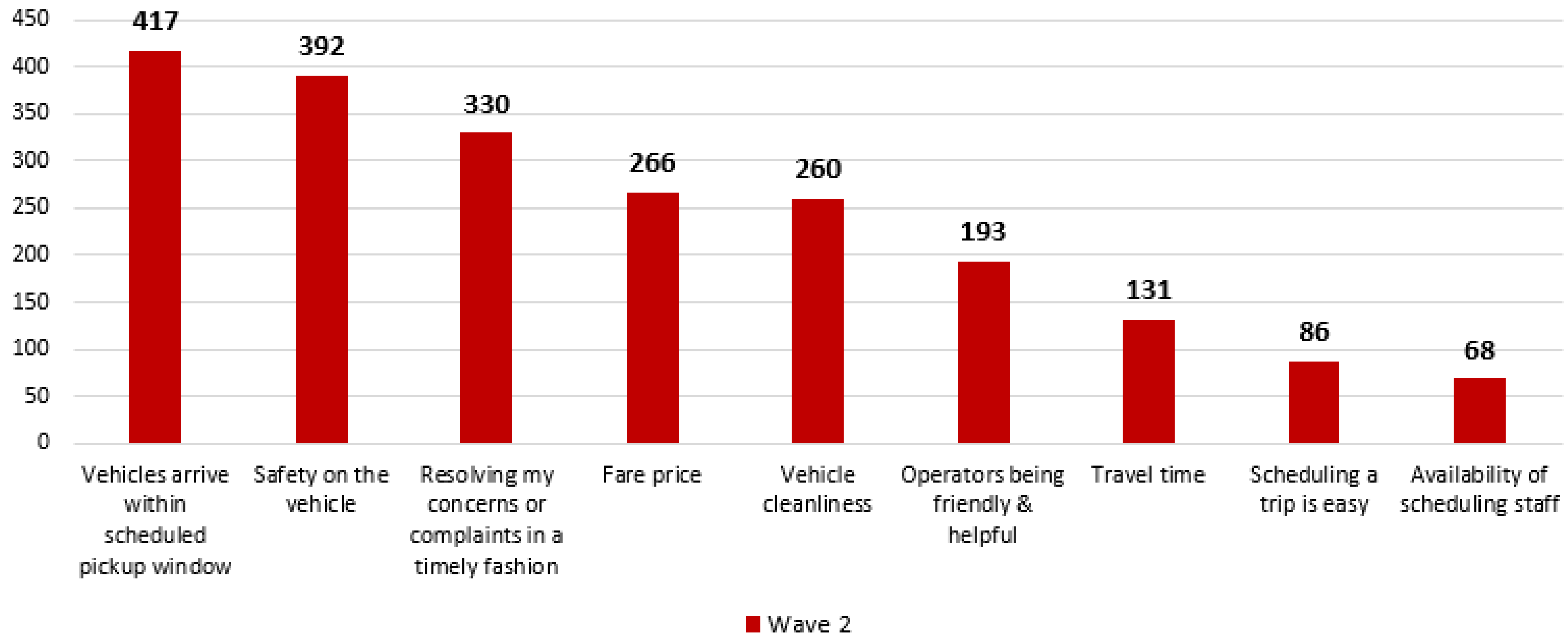
# **Customer Importance Factors**

*Paratransit Service*

# Customer Importance Factors

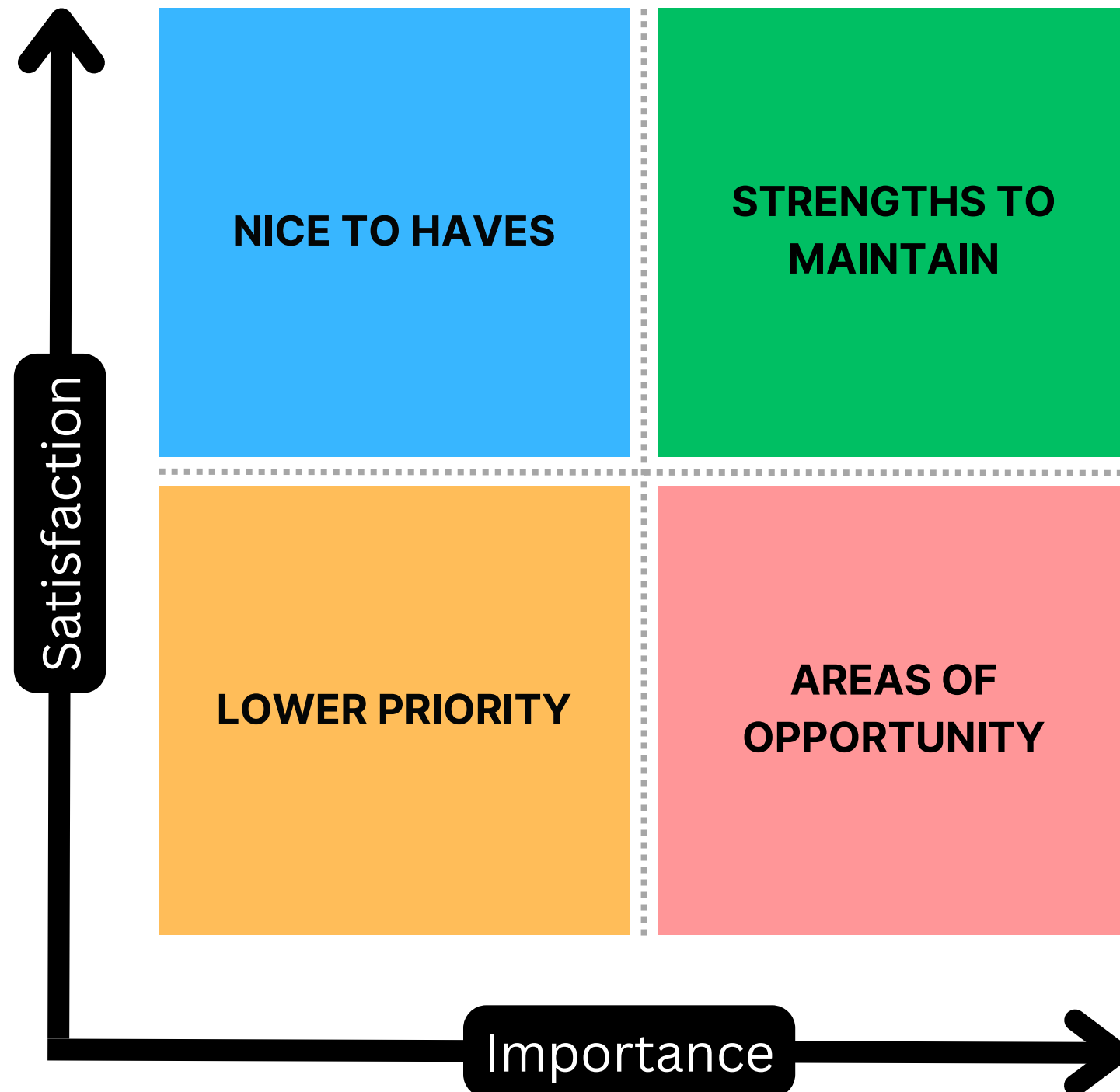
- The top customer importance factors were arrival time (417), safety on-board vehicle (392), and resolving complaints concerns (330)

Importance Factors



# Key Driver Analysis

## Satisfaction vs. Importance



The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

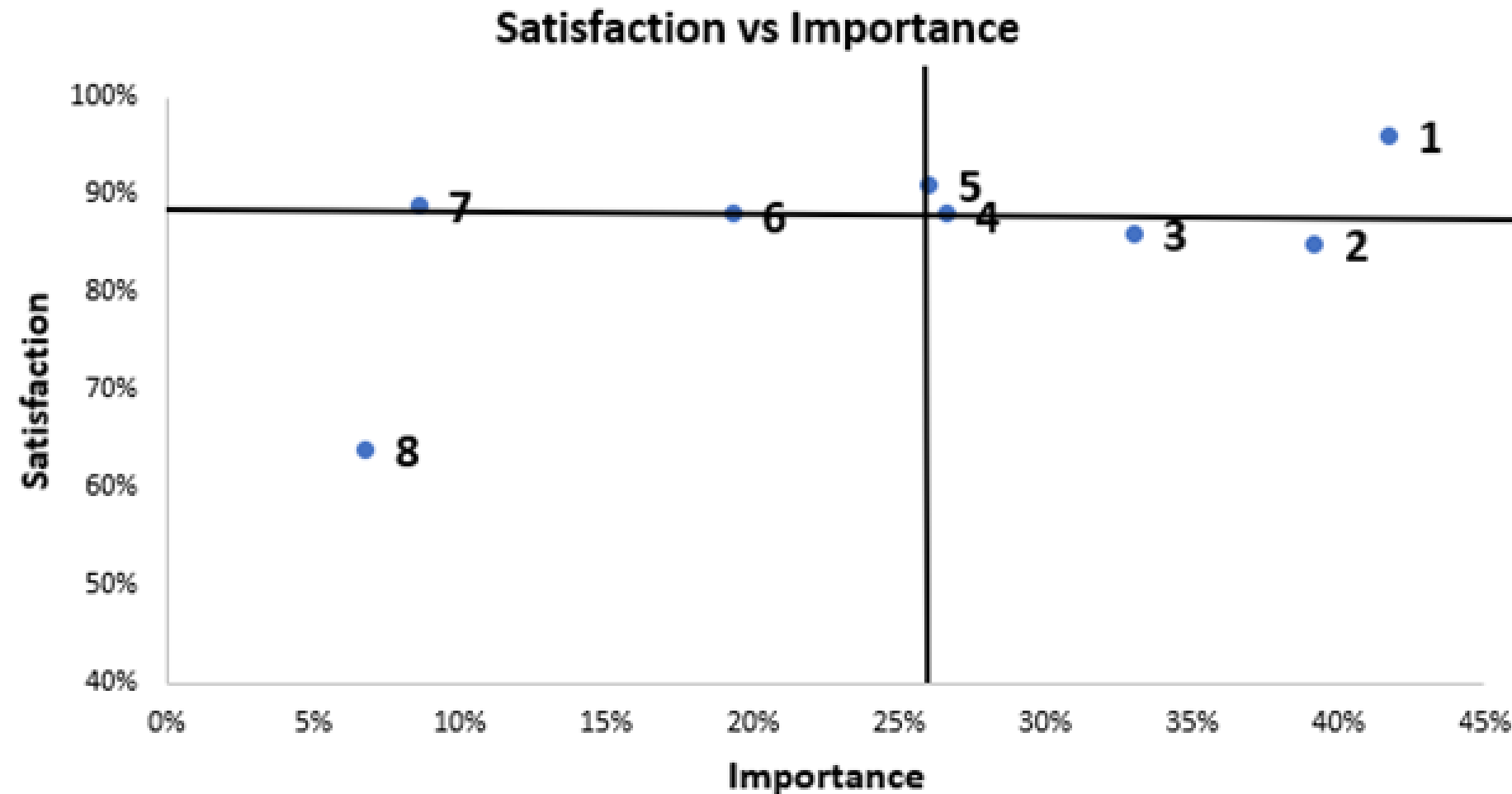
1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

# Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.

Nice to Haves

Strengths to Maintain



## Legend

1. Safety on the vehicle
2. Vehicles arrive within scheduled pick-up window
3. Fare price
4. Travel time
5. Operators being friendly and helpful
6. Vehicle cleanliness
7. Scheduling a trip is easy
8. Availability of scheduling staff

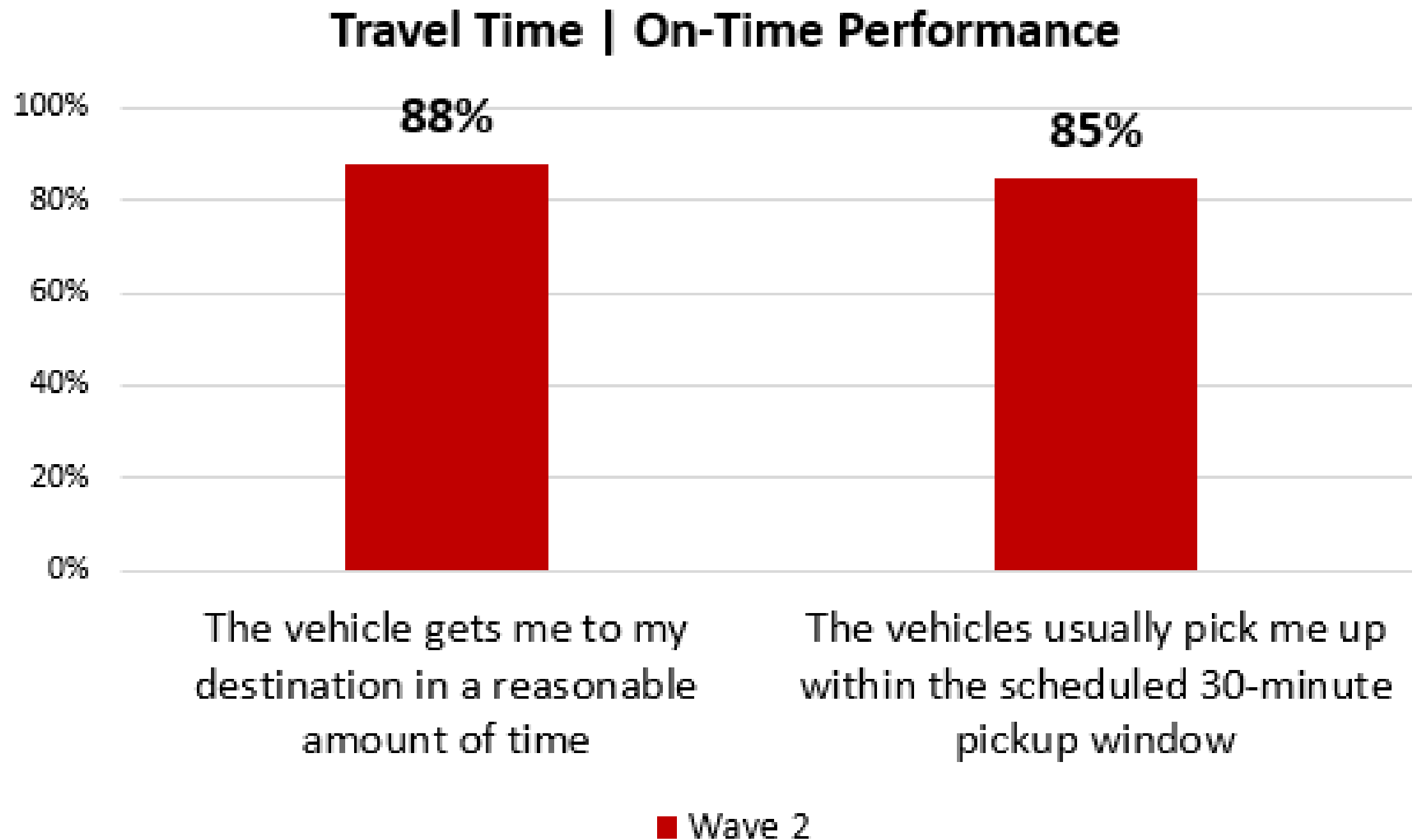
Lower Priority

Areas of Opportunity



# Travel Time & On-Time Performance

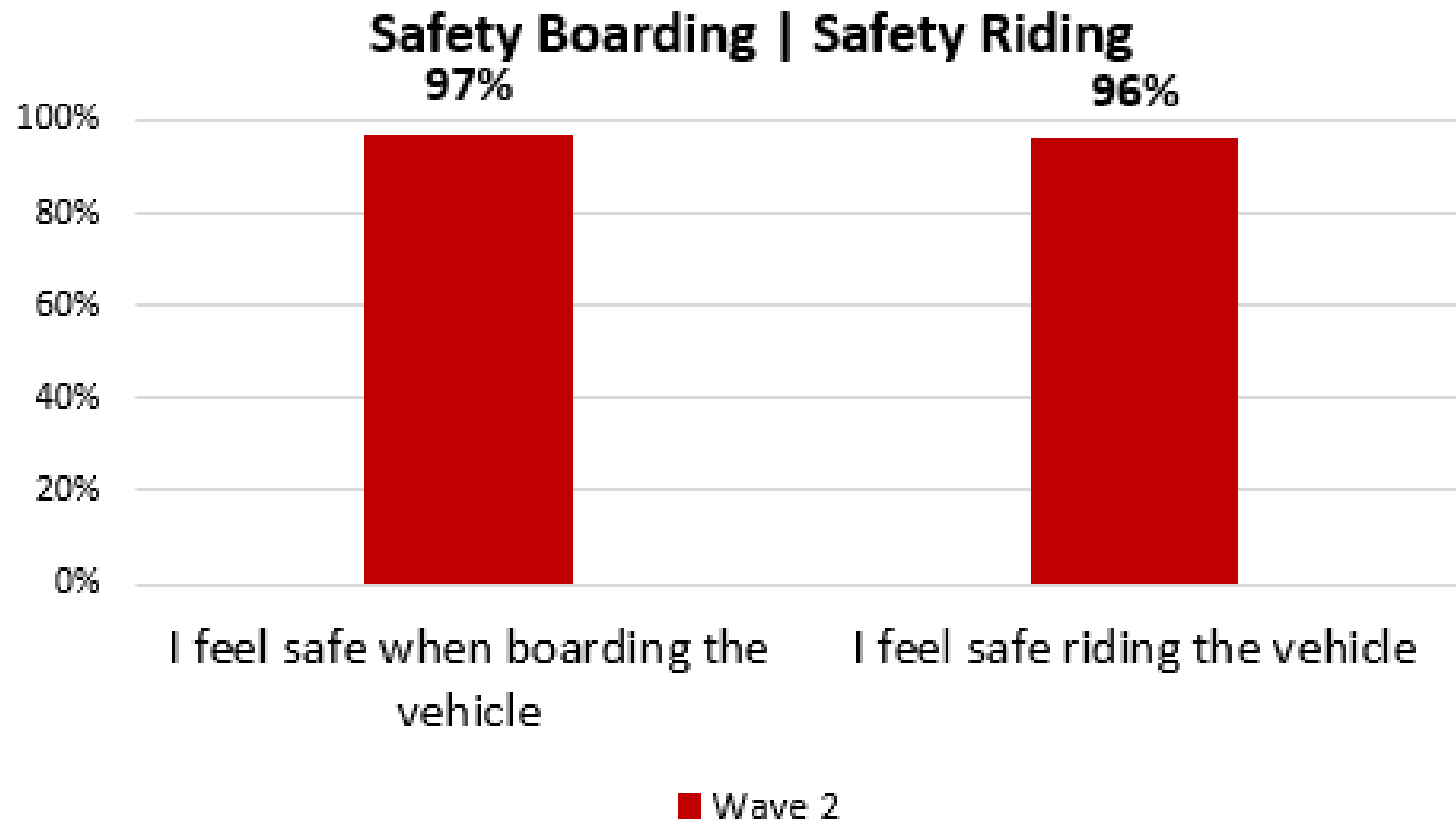
- 88% of respondents believe the vehicle gets them to their destination in a reasonable time.
- 85% of respondents say the vehicles usually arrive during the scheduled window.





# Safety While Boarding & Riding

- 97% of respondents feel safe when boarding the vehicle.
- 96% of respondents feel safe riding the vehicle.





# Trip Availability, Coverage, and Scheduling

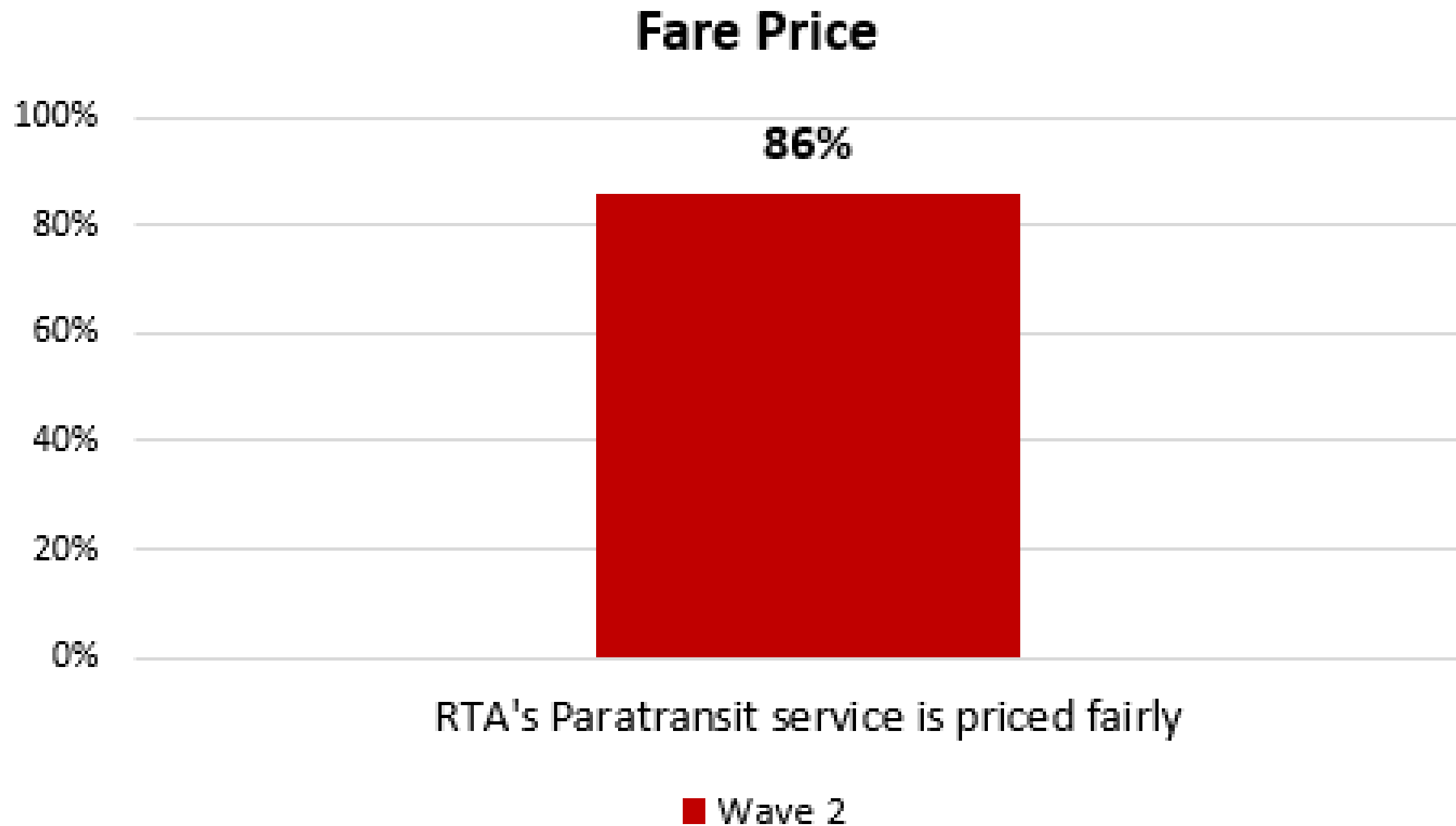
- 95% of respondents say Paratransit can take them where they need to go.
- 97% of respondents say they can schedule a trip for when they need.





# Fare Price

- 86% of respondents say that Paratransit service is priced fairly.

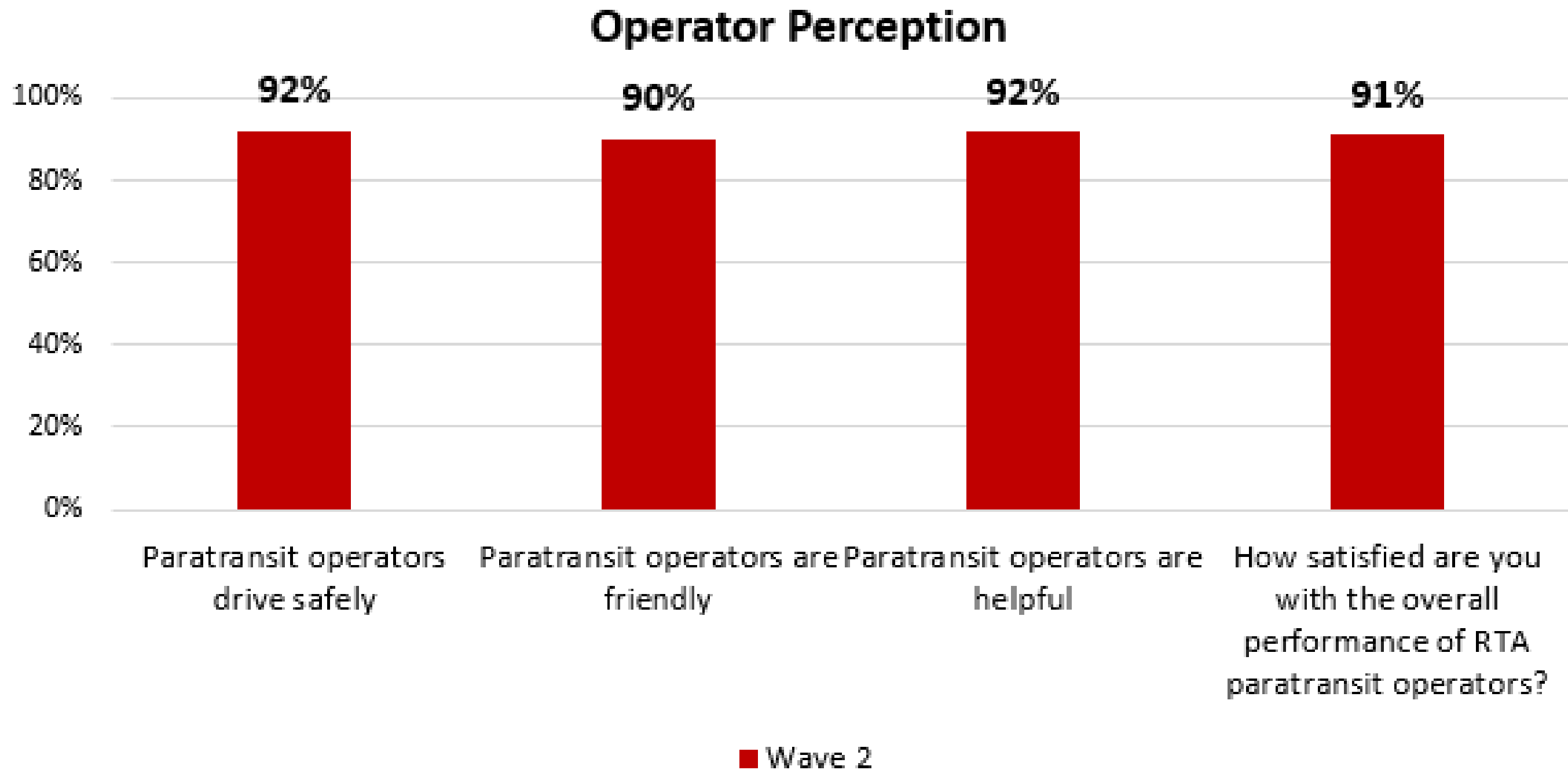






# Perception of Operators

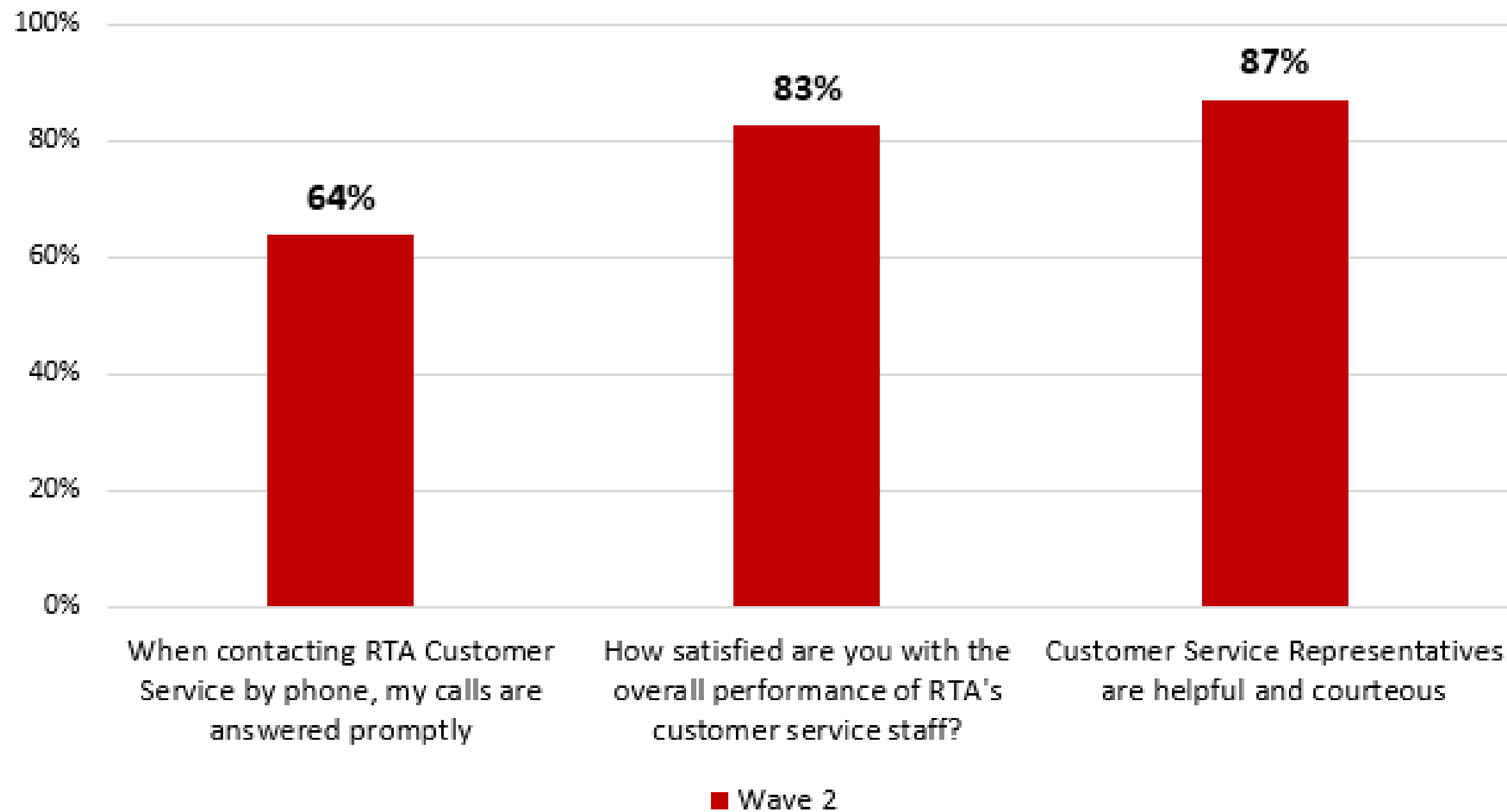
- 91% of respondents are satisfied with the overall performance of operators.
- 92% of respondents say that Paratransit operators drive safely.



# Customer Service Representatives

- 83% of respondents are satisfied with the overall performance of customer service staff.
- 87% of respondents say customer service representatives are helpful & courteous.

**Customer Service Representatives**

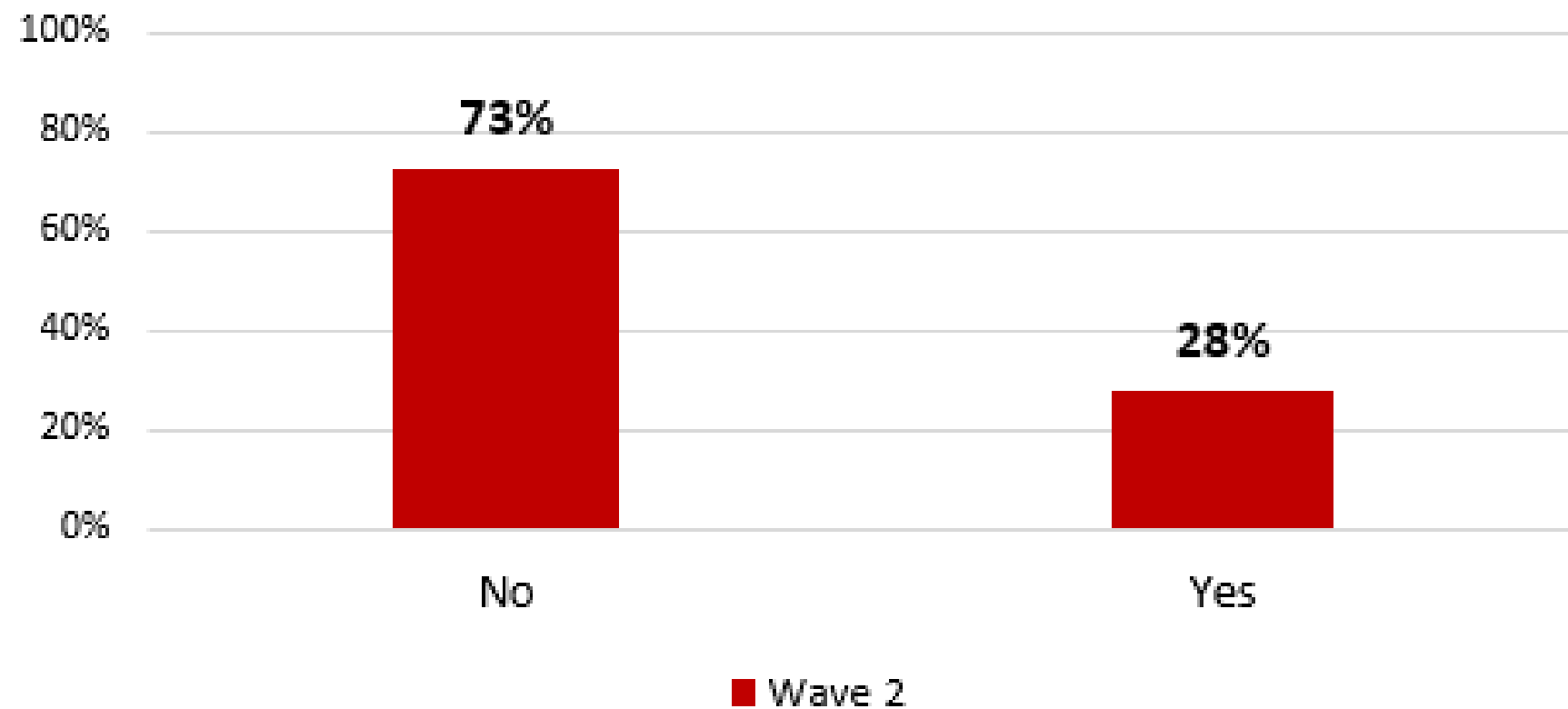




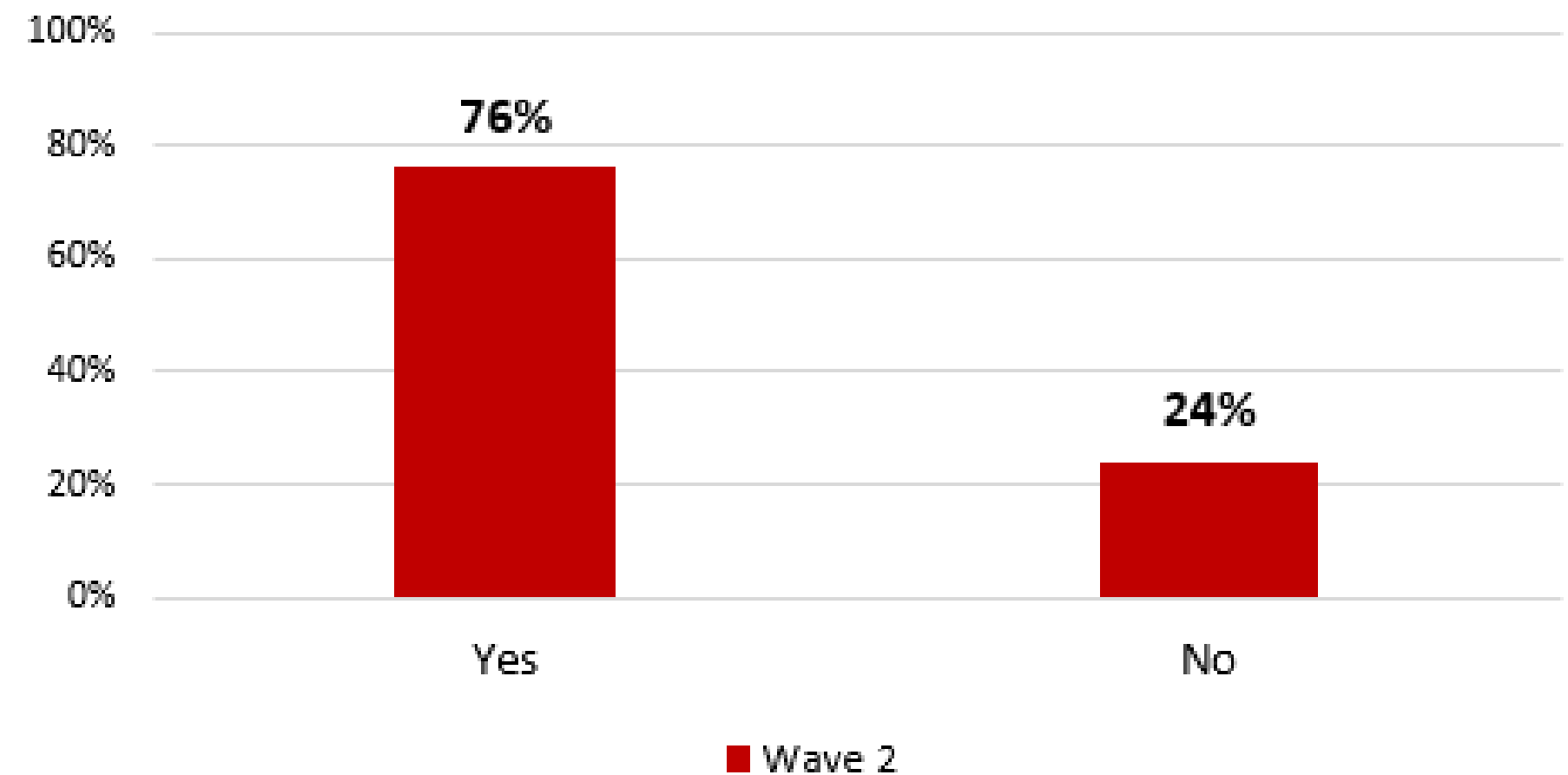
# Issue Resolve

- 28% of respondents have contacted customer service in the last three months, and 76% of their issues were resolved.

Have you contacted customer service in the last three months?



Was your issue resolved?



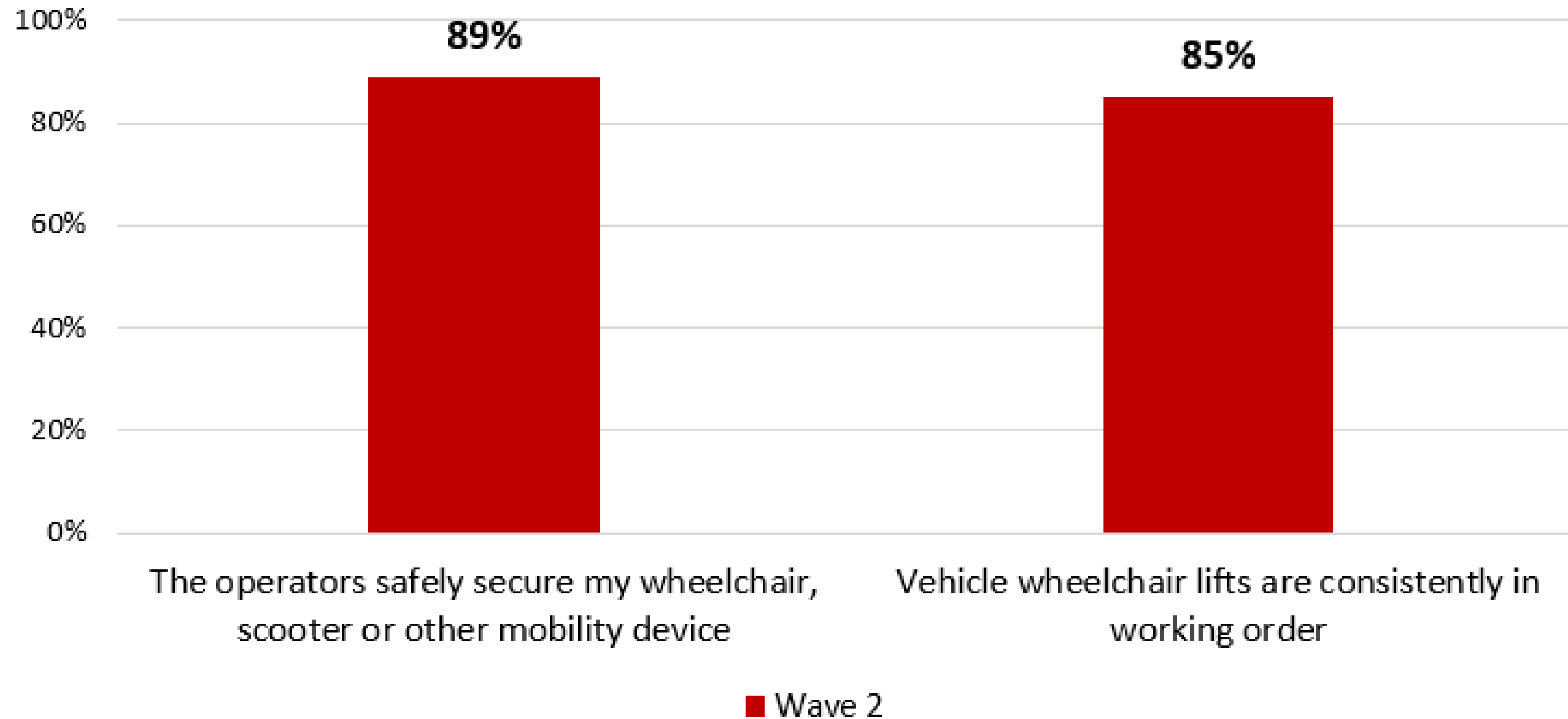


# Mobility Devices



- 89% of respondents say that operators safely secure their mobility device.
- 85% of respondents say that wheelchair lifts are consistently working.

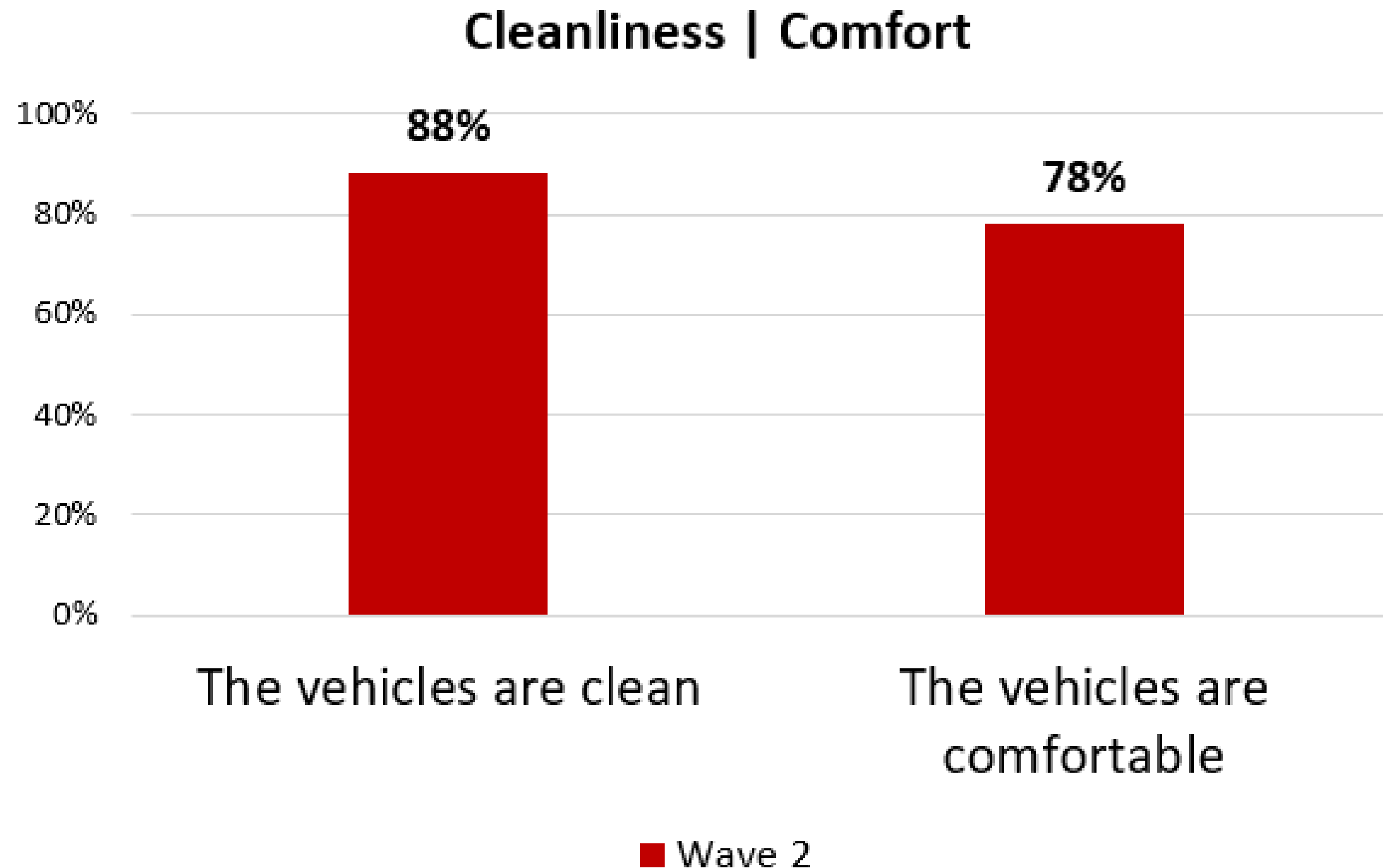
**Operator Device Secureance | Wheelchair Lift Functionality**





# Vehicle Conditions

- 88% of respondents say that the vehicles are clean.
- 78% of respondents say that the vehicles are comfortable.



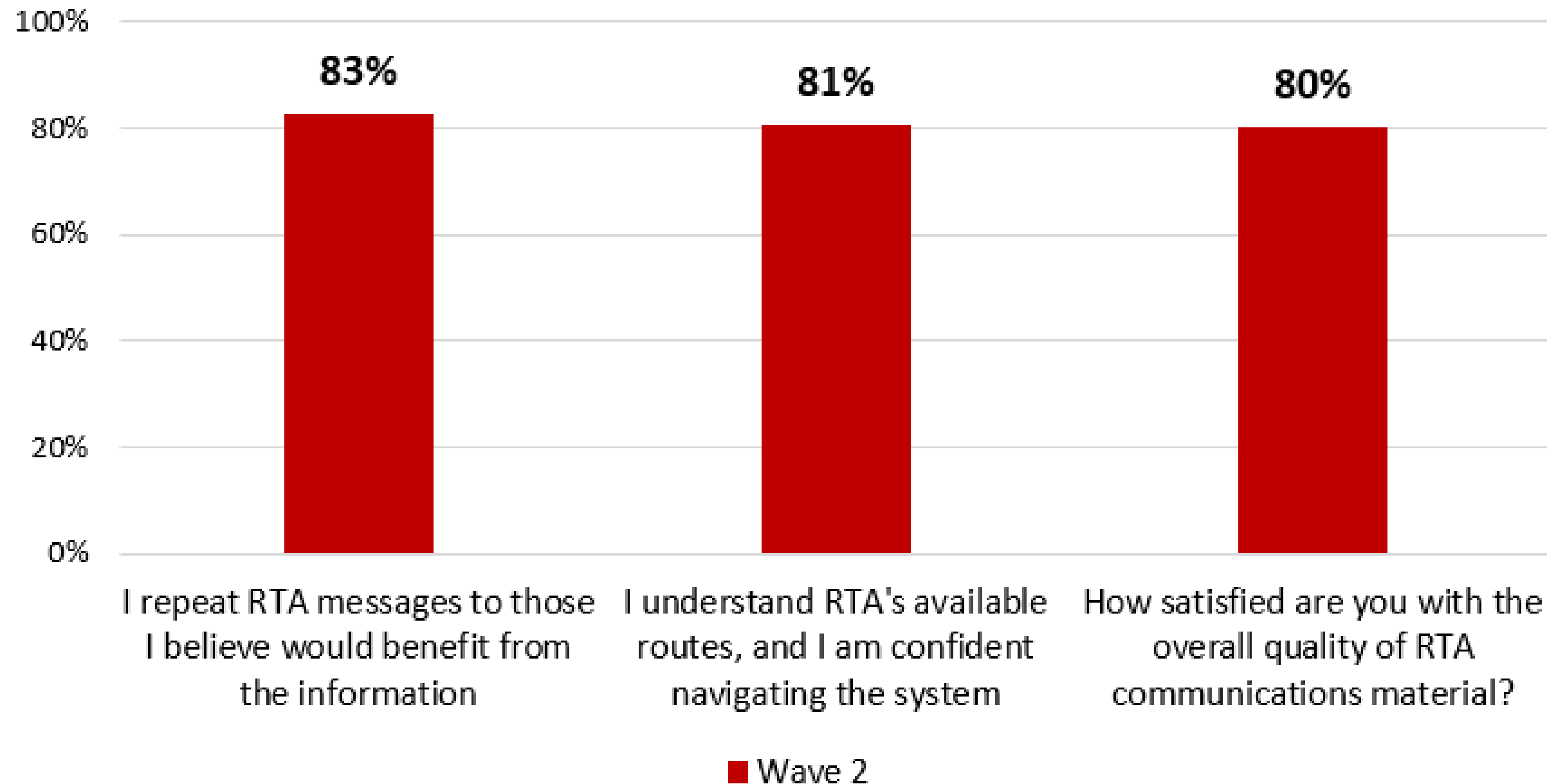


# Communications Material



- 83% of respondents repeat RTA messages to those who would benefit.
- 81% of respondents understand the available routes and are confident with navigation.

**Communications Materials**





# Capital Projects



- 97% of respondents believe that recently completed projects have increased service value.

